

APR 14 1958

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# shipping MANAGEMENT

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DECEMBER, 1958

*combined with*



THE PRACTICAL "HOW-TO" MAGAZINE FOR THE TRAFFIC, DISTRIBUTION, AND PACKAGING EXECUTIVE



How Koppers gets more  
for its  
distribution dollar . . . p. 10

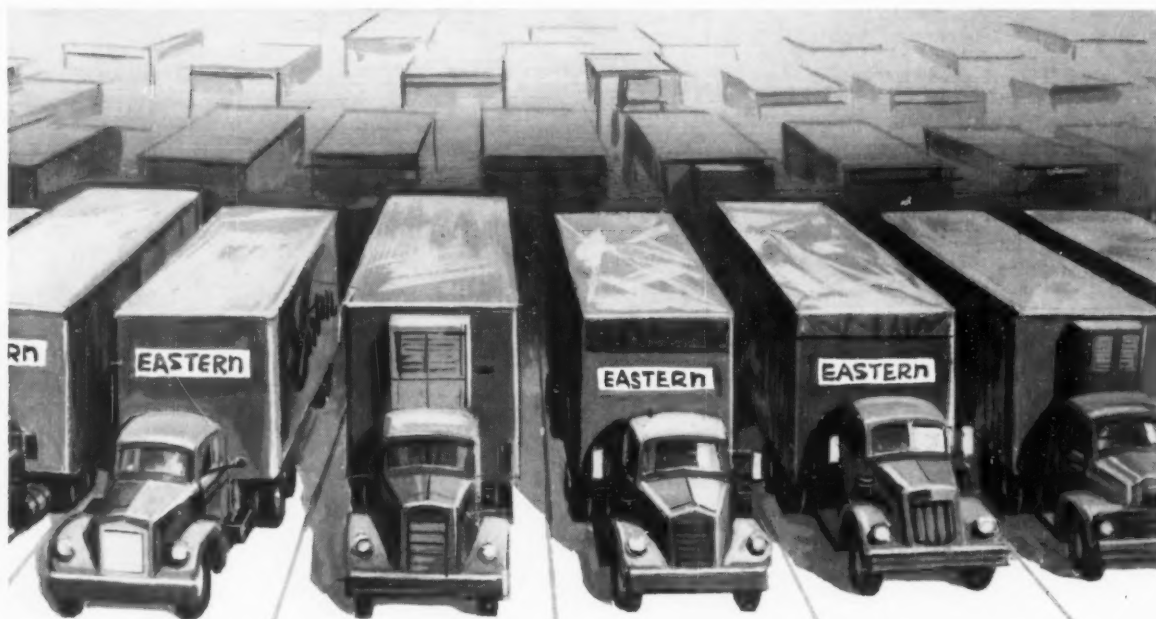
How new cargo planes'  
improved handling  
speed air cargo . . . p. 24B

What you should know  
about packaging tapes . . . p. 32



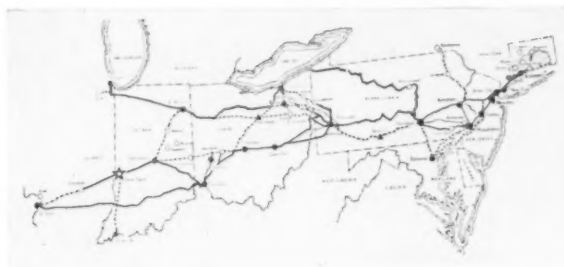


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December, 1958

John M. Akers, President of Akers Motor Lines, Inc., Gastonia, North Carolina



**"One  
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sold us  
on a fleet."**

**John M. Akers, President of Akers Motor Lines, Inc., discusses performance record of Trailmobile Lo-Level vans.**

"About a year and a half ago we added one Lo-Level van to our fleet—on sort of a test basis. We wanted to see how it 'measured up' in terms of payload capacity, maintenance and general appeal to shippers.

"This proved to be a profitable experience.

"For example, Lo-Level's payload capacity proved to be very beneficial in our fleet. For one big customer—a cotton mill shipper—we were able to haul an average of 1500 lbs. extra payload per trip because the Lo-Level unit accommodated appreciably more cartons than we were able to get in ordinary straight frames or drop frame units.

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miles of over-the-road duty (about 4,200 miles a month), we have enjoyed complete freedom from the usual maintenance problems such as doors, lights, etc.

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"We're glad we checked on Trailmobile Lo-Level vans."

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CHECK NO. 8 ON HELP-O-GRAM CARD

December, 1958

*This advertisement first appeared in December, 1955.  
It is being reprinted by request.*



*in terms of human values...*




This Christmas, we at Spector-Mid-States are again privileged to make a significant contribution to needy charitable organizations in the name of our customers.

We are deeply gratified that our Christmas Observation Program so clearly reflects the attitudes of the men and women of the transportation community. For we, like you, are firm in our conviction that the true interpretation of the spirit of Christmas can be made only in terms of human values.

In furtherance of our Christmas observance policy, we have requested our scores of suppliers similarly to forego the sending of tangible gifts to any of us. A card, a note, a call . . . and a continuing interest in our growth and well-being . . . will make our holiday season a most complete and satisfying one.

And so, for the less fortunate who on this day will benefit from your Spector-Mid-States routed Christmas gift—Merry Christmas.



*season's greetings from the men and women of* **SPECTOR  MID-STATES**

SPECTOR FREIGHT SYSTEM, Inc. Chicago 8



## IN THIS ISSUE....

### Where we stand

A restatement of editorial objectives.

### How Koppers gets more for its distribution dollar

Low-cost, efficient traffic and transportation is the order of the day at the mammoth Koppers Company. Three key factors? Centralized traffic management, organization, and a dynamic, alert distribution executive.

### What the Seaway means to distribution

Nearing its official opening, the St. Lawrence Seaway is already beginning to exert a profound influence on distribution in the United States. Coming up: sweeping changes in America's existing distribution patterns.

### How pusher attachment, special pallets expedite handling at Ruberoid

At Ruberoid, high handling costs and inefficiency have been floored by a double-barreled innovation—an industrial truck pusher device and specially designed pallets. Here's how handling proceeds at Ruberoid.

### How new cargo planes, improved handling speed air cargo

The problem: faster, safer, more effective sky shipping. The solution: a whole host of new developments on the ground and in the air geared to step up the processing, pickup and delivery, and transportation of air freight.

### What you should know about packaging tapes

Which packaging tape is right for you? Only a thorough understanding of the protective qualities of all tapes currently being marketed will enable you to select the one best suited to your specific packaging requirements.

### Prize-winning containers: Is one right for you?

Here they are! The nation's top containers in 1958, selected by packaging experts at the recent SIPMHE show.

### Great Southwest—Tomorrow's distribution center?

Scheduled to open next month, Dallas-Fort Worth's Great Southwest shipping-receiving-storage unit is the distribution executive's dream facility. Here's why.

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December, 1958

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# NEW WHITE DIESEL FLEET FOR HOOVER IMPROVES CUSTOMER SERVICE



"Already our White Fleet is proving it delivers the service, economy, and payloads we need."

Eph Hoover, Jr., President.

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"Our fleet of new White Diesels enables us to keep rolling around the clock to satisfy the toughest requirements of the shipping public."

That is the report from Hoover Motor Express Co., Inc., Nashville, Tenn., where 130 powerful, new White Diesels are now in regular service.

Eph Hoover, Jr., says: "In selecting White Diesel Tractors for our fleet, we know we can improve our service in the eight states we now serve . . . maintain and improve our established schedule runs . . . and do a better job of satisfying our customers."

What more need be said? These new Whites, like the husky new White Diesels in fleets across the country, are really rolling.

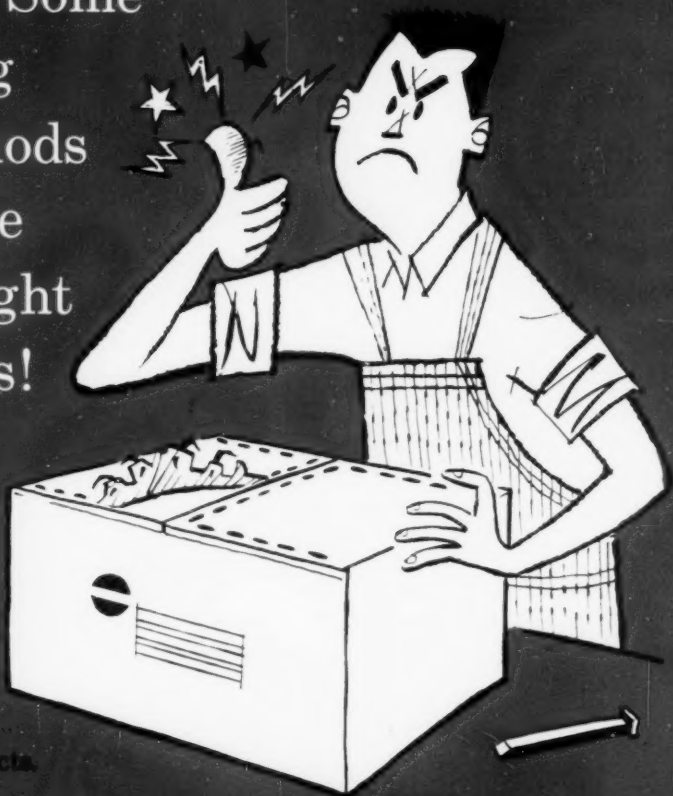
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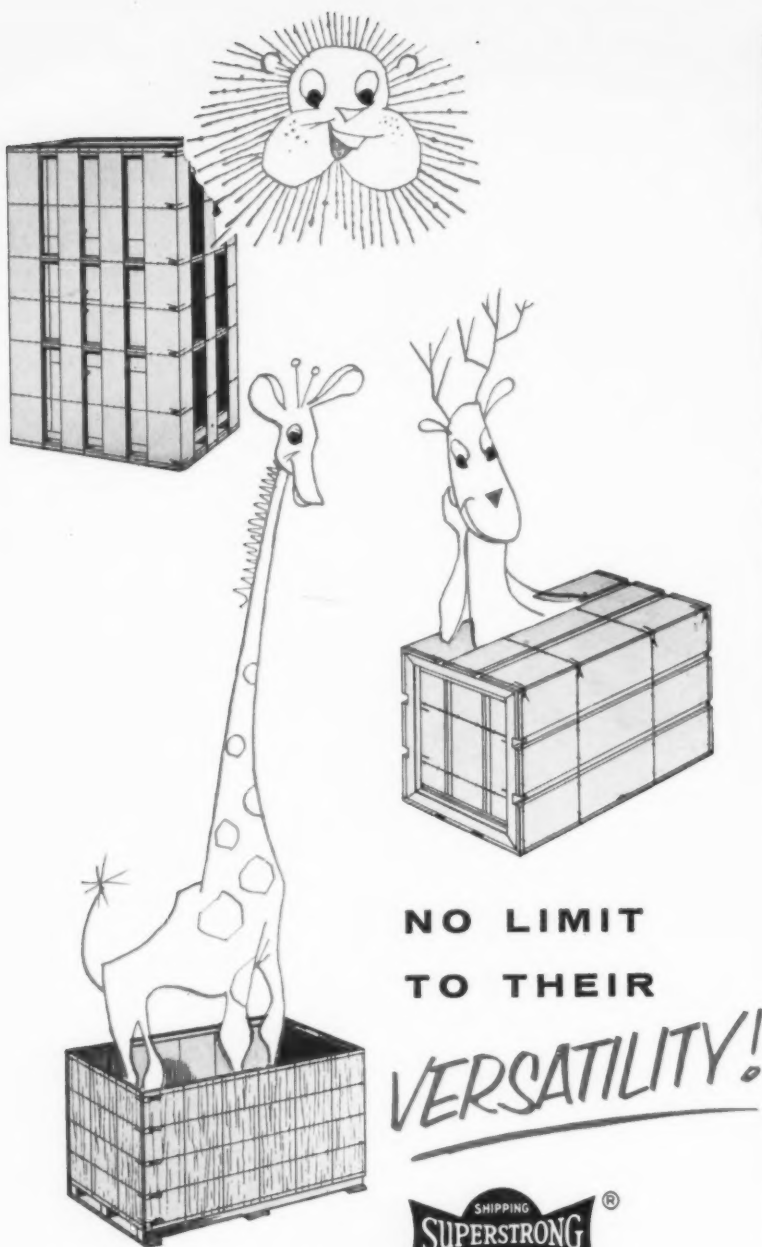
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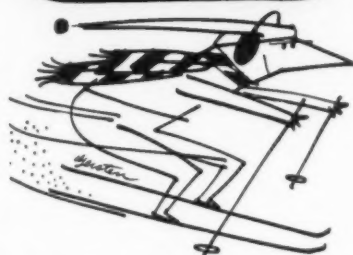
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Shipping Management — National Hi-Way Shipper

# shipping MANAGEMENT

combined with



## Where we stand

Last June, stating our editorial objectives in the first combined issue of *Shipping Management-National Hi-Way Shipper*, we brought a new concept in distribution to the attention of our readers.

At that time we pointed out that there was a tremendously important trend developing in industry. Business leaders everywhere were coming to realize that traffic, transportation, shipping, materials handling, packaging, and the whole host of other areas belonging to distribution no longer could be treated separately. The growing complexity of industry and its mounting emphasis on fast, safe delivery of goods, plus skyrocketing distribution costs, made such a separation increasingly impossible.

The answer, at a growing number of companies? A new executive, a man responsible for keeping *all* distribution factors functioning efficiently through an integrated program — the distribution executive.

Concluding, we declared: "*Shipping Management-National Hi-Way Shipper* is dedicated to serve as the voice of the new concept . . . We have set ourselves the task of explaining and fostering . . . a concept destined to streamline the movement of raw materials and manufactured items in the years ahead."

In the six months since then, our faith in integrated distribution has grown even stronger. One key reason: your overwhelmingly favorable reaction to the new concept, as expressed in the mounting torrent of letters pouring into our offices.

With the end of the year just around the corner, we would like at this time to renew a pledge we made last June. In 1959 as in 1958, our aim will be to place before you practical, "how-to" information on all phases of integrated distribution and to continue championing a concept which is the **ONLY** truly effective and economical distributive system available to industry today.

**Publisher**

# How the Koppers Company Gets **MORE** for its **DISTRIBUTION DOLLAR**

## Organization and

Industrial distribution's importance to the Koppers Company, Incorporated, is underscored by the fact that James F. Haley, Manager of Traffic and Transportation, is a vice president.

Heading one of eight key staff departments and responsible only to the president, he is in full charge of one of the most extensive and challenging distribution programs in the nation. Within Mr. Haley's jurisdiction falls every facet of the traffic affairs of 72 far-flung plants and a variety of Koppers-operated foreign facilities. He also oversees a mammoth transport task force comprising well over a thousand vehicles, seven waterway-plying barges, and three up-to-the-minute aircraft.

How does traffic at the Koppers Company function? What accounts for the department's reputation as one of the best-organized, best-supervised units of its kind in the country?

And what is there in the program established by distribution executive Haley that other traffic and transport managers may adopt and use to advantage?

Organization, centralized traffic administration, and imagination with a capital "I" underlie Koppers' distribution success story. For example, take the job that Manager of Traffic Haley considers to be the Number One assignment of his group—determining the cost and routing of all materials and merchandise used and produced by the mammoth coal derivative-chemical concern.

In moving raw materials or finished products, the best method of transport is the one that gets them where they're needed at the lowest possible cost. Second best just won't do. And at Koppers, thanks to cen-

tralized traffic and procedures tested and proven over the years, distribution has been raised to a science.

Typical of the aids employed by the firm is an impressive file containing more than 10,000 tariffs. While a complete file of all motor and ocean tariff rates is not maintained by the department because of space limitations, the group nevertheless stands ready to quote rates and cite changes at a moment's notice. During a recent six-month period, for instance, 86,000 separate freight rates were quoted to operating divisions and staff departments.

Negotiations with carriers for new rates or alterations in existing charges designed to keep transport expenditures and services abreast of Koppers' constantly changing needs is a second major function of traffic. Whenever proposed changes in freight rates and classifications are deemed adverse to the company's best interests, traffic is charged with the responsibility for taking protective action. Its performance in this area of transportation is recognized as outstanding.

Other duties: providing legal counsel on transport matters for plants and divisions, arranging reservations and ticketing for company employees on business trips, developing information for the operating division used in bidding on various contract jobs.

Outstanding among the steps Koppers has taken in recent years to streamline its industrial distribution setup was the establishment of a new and unique section for **Transportation Research and Development**. Purpose: to study company transport activities "in the broadest sense" and "to come up with current and long range plans, as well as solutions to pressing problems."

TR&D covers an enormous area. All facets of traffic and transportation are within its scope, including plant



## centralized traffic spark operation

and warehouse site location, materials handling, and packaging.

The organization is engaged constantly in projects launched in conjunction with operating division of the company and designed to bring about over-all savings in distribution. TR&D also serves as a transportation information center, up-to-date on the most important dollar-saving developments in transportation around the country. What's more, from its painstaking analysis of newer management techniques—such as operations research, electronic data processing, and so on—have stemmed a wide variety of improved procedures accounting for Koppers' position as a pace-setter in the field of distribution.

Still another advance which is expected to contribute to better shipping, receiving, handling, packaging, and warehousing at the company revolves around the establishment, earlier this year, of a special **Fiscal Control Section**.

### paperwork control

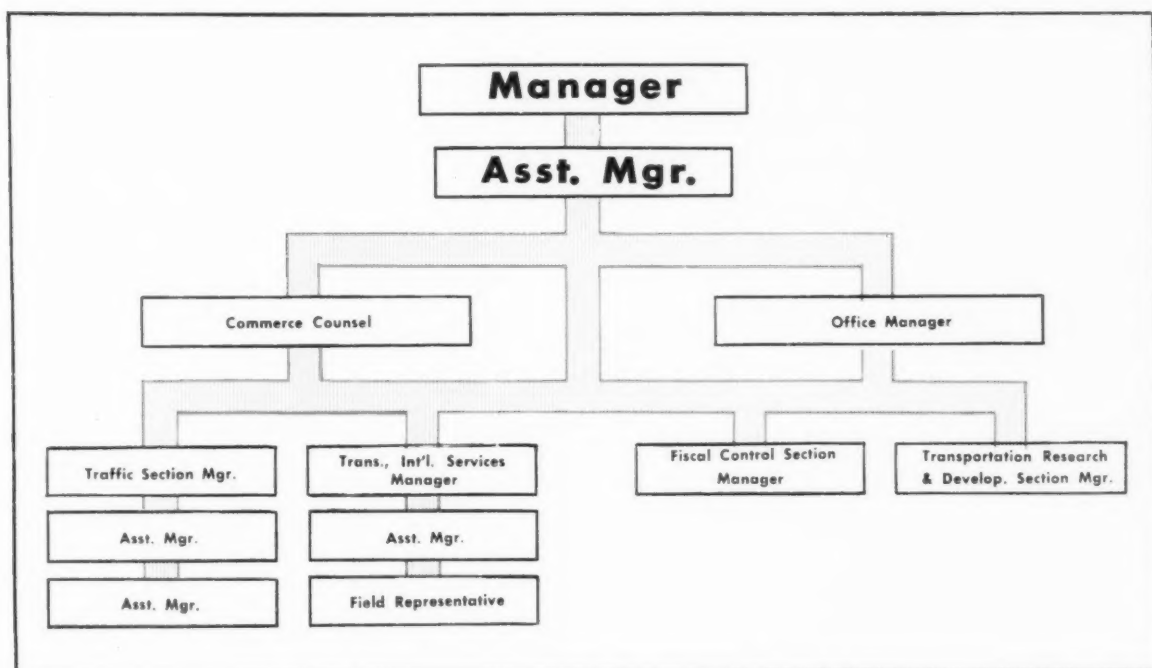
This section's task is to uncover ways and means by which routine paperwork may eventually be "centralized, controlled, and minimized." Additional objectives include the ruthless elimination of non-essential data, unnecessary handling and re-handling of source documents, and the development of procedures

geared to provide traffic personnel with more time for vital transport assignments.

The creation of a new traffic position, "Coordinator Consolidated Shipments," likewise reflects Manager of Traffic Haley's intention of keeping distribution operations at Koppers abreast of the times. Function of the CSS? To consolidate all company small-lot shipments and thus take advantage of the lower rates and better service applicable on TL movements.

As defined by the Koppers' traffic table of organization, the Coordinator's responsibilities include:

- 1) Obtaining and analyzing in advance information about shipments to and from all



## WHAT THEY DO:



**conduct traffic & transportation operations for 72 plants**

**quote 172,000 freight rates a year**

**save \$32,000 by consolidating shipments in 6-month trial**

plants, warehouses, and construction sites.

- 2) Coordinating the movement of these shipments by consolidation into truckload volumes.
- 3) Utilizing and supplying tariff privileges, such as stop-offs in transit, transloading, and pool car service.

Koppers' CCS has already worked wonders with products shipped by the company's Plastic Division. In just six

months, consolidated shipping achieved a saving in excess of \$32,000.

Alert, informed, and extraordinarily successful, traffic at the Koppers Company of Pittsburgh is a tribute to the energy and imagination of dynamic James Haley. More than that, however, it is once again proof-positive that centralized traffic management is the "open sesame" to more effective industrial distribution.

## where to get help

### halting mh accidents

Materials handling injuries are the target of a new fact-packed, highly informative booklet just released by the National Safety Council.

Pointing out that one out of every four on-the-job injuries stems from moving products and equipment from point to point, the pamphlet list concrete, highly effective steps which may be taken to curb these mishaps. Featured are tips on how to pile and lift, plus rules for operating power trucks.

Address of the NSC: 425 North Michigan Avenue, Chicago, Illinois.

### sprinkler report

Handle flammable liquids? Then you'll certainly be interested in a new type of sprinkler head designed to combat fire. Covered in a report issued by the Naval Research Laboratory, the sprinkler is a combination foam and water nozzle deliver-

ing a spray pattern of foam when supplied with a 6 percent foam solution. Without the foam, it performs as a normal water sprinkler head.

More information? The full sprinkler report is being distributed by the Office of Technical Services, U. S. Department of Commerce, Washington. Official title: *A Study of the Characteristics of Water Sprinkler Systems In Controlling Full-Scale Fires*. Price: \$1.25.

### cutting shipping costs

*A Manual For Reducing Transport Costs*, published recently by the Traffic Group of the National Merchants Association, is "must" reading for the distribution executive.

Dealing with such areas as freight classification, tariffs, routing and shipping instructions, chargebacks, overcharges, and the payment of transportation bills, the material contained in this guide could point the way to substantial economies in your distribution operations.

All of the material in the manual is designed to provide a working tool for traffic executives. A 75-point checklist of transport economies, for use by firms in evaluating their own procedures, and a complete section on shipping instructions, are features of this enormously valuable reference work.

Priced at \$9.75 a copy, the guide is available from the National Retail Merchants Association, 100 West 31st Street, New York City 1, New York.

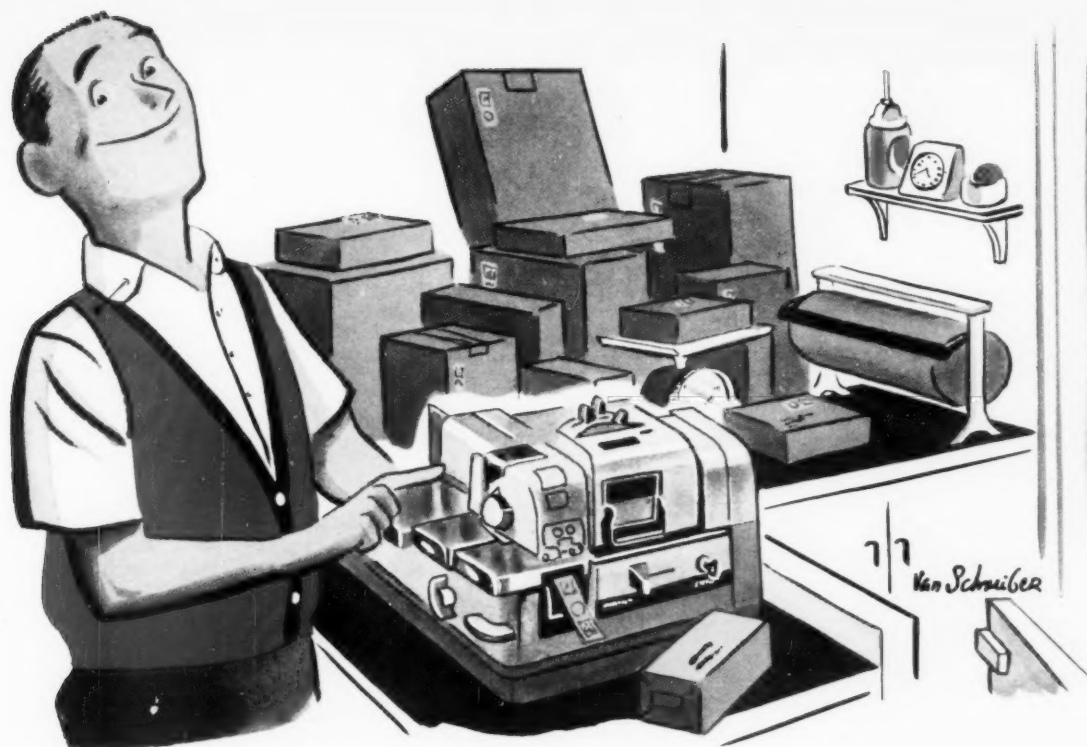
### shippers' aide

Located in 33 cities around the country, the field offices of the U. S. Department of Commerce are ready, willing, and able to assist you in the solution of a variety of distribution problems, explain the meaning and scope of regulations administered by the Department, and provide practical assistance in the broad fields of domestic and foreign trade.

In addition, each office maintains an extensive business reference library of magazines, directories, and publications.

For your convenience, here are the addresses of U. S. Department of Commerce field offices located in key cities:

**Atlanta, Georgia**—604 Volunteer Bldg., 66 Luckie Street, North West  
**Boston, Massachusetts**—Room 1416, U.S. Post Office and Courthouse  
**Buffalo, New York**—504 Federal Bldg., 117 Ellicott Street  
**Chicago, Illinois**—Room 1302, 226 West Jackson Boulevard  
**Cleveland, Ohio**—Union Commerce Bldg., Annex, 1100 Chester Avenue  
**Dallas, Texas**—Merchandise Mart, 500 South Ervay Street  
**Denver, Colorado**—142 New Custom House, 19th and Stout Streets  
**Detroit, Michigan**—438 Federal Building  
**Houston, Texas**—First National Bank Bldg., Franklin and Main Streets  
**Kansas City, Missouri**—Federal Office Building, 911 Walnut Street  
**Los Angeles, California**—Western Pacific Building, 1030 S. Broadway  
**Miami, Florida**—U.S. Post Office  
**Minneapolis, Minnesota**—Metropolitan Building, 2nd Avenue South and 3rd  
**New Orleans, Louisiana**—1508 Masonic Temple Building, 333 Street Charles  
**Philadelphia, Pennsylvania**—Jefferson Bldg., 1015 Chestnut Street  
**St. Louis, Missouri**—New Federal Bldg., 1114 Market Street  
**San Francisco, California**—Cusum-house, 555 Battery Street  
**Seattle, Washington**—Federal Office Building, 909 1st Avenue



## “Imagine! This gadget saves half my mailing time!”

“I kid you not. With this postage meter I don’t have to select, separate, wet (with tongue or sponge), and stick adhesive stamps. The meter *prints* the amount of postage needed, on special gummed tape, delivered wet or dry as desired.

“I don’t have to work overtime, or slow up shipments during peak periods. Meter stamping is much faster—easier, too—than hand stamping.

“I don’t have an old stamp box to keep filled with all those different denominations. My postage is all in the meter, protected from loss, damage or misuse. I always have the right stamp on hand.

“I don’t have to police an “inventory” of loose adhesive stamps... the meter does its own accounting *automatically*, shows postage used, and on hand, on easy-to-read registers, in dollars and cents.

“Furthermore, meter postage is dated... shows the date when my parcels were mailed. My meter-stamped parcels go out already postmarked and

cancelled... take less handling time in the post-office, often catch earlier mail trains and planes. The same meter also stamps and seals *letter* mail!”

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December, 1958

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Name

Address



# What the St. Lawrence Seaway means to distribution

**Editor's Note:** Arriving too late for inclusion in our St. Lawrence Seaway Issue (October, '58) was this authoritative commentary regarding the impact of the Seaway on American distribution. It was prepared expressly for *Shipping Management-National Hi-Way Shipper* by Clarence G. Morse, Chairman of the Federal Maritime Board and Maritime Administrator, U. S. Department of Commerce.



● The opening of the St. Lawrence Seaway to deep-draft vessels of all nations a few months hence will be an event of significance in American history comparable to the westward movement which established the United States' "third seacoast" on the Pacific Ocean or the digging of the Panama Canal.

This new fourth frontier constitutes a challenge to our people to enjoy their just and rightful share of peaceful commerce, to develop ships and cargo-handling techniques most efficient for trade and to plan and carry through harbor improvement programs for the U. S. Great Lakes ports tailored to the needs of major world shipping centers of today and tomorrow.

The Federal Maritime Board and the Maritime Administration are confident that the challenge will be met. This "heartland" of the United States is already a pulsating commercial and industrial area of importance second to none on this continent. The original promise of new and improved transportation has stimulated the six Midwestern states bordering the Lakes to remarkable industrial expansion.

With the new 24½-foot waterway to the outside world penetrating 2,400 miles into the heart of America and tapping 3,000,000 square miles, staple foods from the nation's granary and the stockyards of Chicago, Mo-

line plows and combines and the automotive handiwork of Michigan will have a door-to-door sea-lift to make them more economically available to world markets.

Not only in transport will the Great Lakes-St. Lawrence Seaway be a potent stimulus to new and healthy growth, but also in its power concomitant. The associated hydroelectric output will undoubtedly be the impetus to new and diversified industry yet undreamed of. And, of course, new wheels of progress cannot fail to add to cargo volume.

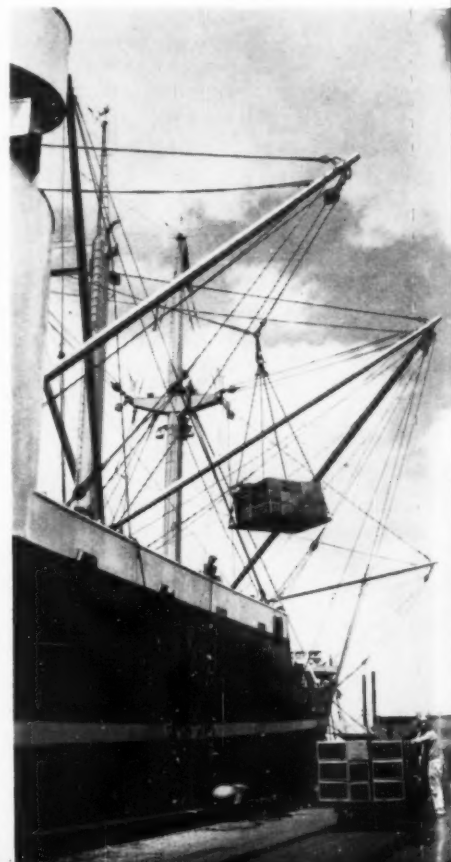
The Great Lakes area is indeed a fabulous, in some ways a unique area—as yet unsurpassed as a source of agricultural and animal products, a tremendous reservoir of iron, steel and coal, cornerstone of commerce and essential to the defense of the nation. Furthermore, half the entire globe's fresh water supply is actually confined in the Great Lakes. As our human and industrial thirst increases, the value of the area will become more apparent. Already merely overnight by truck or train from any metropolis east of the Rockies, the Lakes area will, by ocean shipping, now have an integral link to other continents as well.

This background has led the Maritime Administration to designate two Essential United States Foreign Trade Routes from the Great Lakes: No. 32 to Western Europe and No. 33 to the Caribbean. On these routes we hope to maintain two or three weekly sailings to the British Isles and adjacent Continental ports and three to four per month to the Baltic. We are inviting United States flag operators to inaugurate weekly service to Caribbean ports of South America, with a fortnightly line to Cuba and other islands of the Antilles.

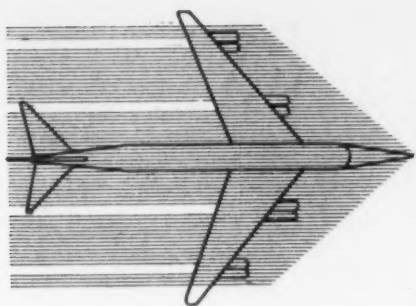
Heretofore, all overseas services from our Great Lakes have been in foreign bottoms. Now we believe the American Merchant Marine

should and will carry a fair and appropriate share of a rapidly expanding flow of goods to old and new markets. In estimating the traffic flow for 1959, the Department of Commerce and Maritime Administration confidently anticipate 36,500,000 tons of cargo will be moved over the Great Lakes-St. Lawrence Seaway during the eight-month season. The total this year will be only about nine to ten million tons. By 1965, studies predict, the 50-million-ton mark will be passed.

The Great Lakes-St. Lawrence Seaway is an exciting and challenging prospect for all America. Here is an opportunity for a pioneering job for the American maritime industry.







# AIR CARGO NEWS

Expanding its operations, Trans World Airlines will inaugurate daily flights to Florida from the West Coast and St. Louis on December 16th. The carrier's St. Louis-Miami run will be non-stop, while its trans-continental service will link Los Angeles and San Francisco with Miami, Tampa, St. Petersburg, and Clearwater.

Implementing its trans-Atlantic air freight schedule, Sabena Belgian World Airlines has added another all-cargo plane to its fleet. Departing from New York at 10 PM on Wednesdays and Saturdays, Sabena's sky freighters stop at Manchester en route to Brussels and other European destinations.

The Flying Tiger Line is now operating non-stop daily cargo flights from the West Coast to New York . . . Moving toward the Jet Age, Eastern Airlines will begin regularly scheduled Electra Propjet service this month . . . Irish Airlines has extended its passenger and cargo service to Boston.

Boosting the tempo of its trans-Atlantic service, Swissair has added a Douglas DC-6A Cargoliner to its air freight force. The plane leaves New York International Airport on Tuesday and Friday nights. Stop-over points: Gander, Shannon, Zurich.

Located at the Detroit Metropolitan Airport, a new \$600,000 air cargo terminal has been opened by American Airlines. The up-to-the-minute facility can accommodate three DC-6A's simultaneously and can process up to 1 million pounds of freight per day.

Two other carriers—Northwest Airlines and Allegheny—are also planning a move to the airport, which is located 14 miles nearer Detroit than the field at Willow Run.

Note this change in LAV's schedule: Overnight flights from New Orleans to Maracaibo and Caracas are out. Instead, the Venezuelan carrier has instituted daytime south-bound Super Constellation hops.

New Orleans departure time: Sunday, Wednesday, and Friday at 10 AM. Arrival time at Maracaibo: 5 PM; at Caracas, 7:30 PM.

The International Air Transport Association has approved North American Van Line's application for membership . . . Dixie air cargo is booming! Delta Airlines reports a 12 percent gain in air freight during the first nine months of '58, as compared with a similar period in '57.

Containerization continues to grow in air freight potential. United Air Lines has placed a new aluminum container in service which is designed to consolidate separate items into one compact unit so that multiple handlings may be eliminated.

The lightweight container, designed for UAL by the Aerobilt Division of Grumman Aircraft, is 84 inches wide, 42 inches tall, and 62 inches deep. Casters permit easy rolling of loads up to 3,000 pounds and there are handy slots for the forklifting of containers onto and off DC-6A Cargoliners.

Unlike similar containers, United's have hinged doors which fold flat, thus opening the entire front for more convenient loading and unloading.

The container is available to high-volume shippers at no extra cost.



# Wing TIPS

With an eye on the special year-end needs of sky freight shippers, Japan Air Lines has scheduled two round-trip all-cargo flights linking Tokyo and San Francisco for later this month. On December 4th and again on the 17th DC-4s will leave Japan for the U.S., unload their cargo, and depart from San Francisco on the westbound leg of their trip in under 24 hours.

For your address book: Ransa's Chicago office is located at 5315 West 63rd Street . . . In the news again is the super-powered KC-135, the Strategic Air Command's jet tanker, which recently broke another air speed record by averaging 587.3 miles per hour while hauling a payload of 22,046 pounds.

Fragile, expensive aircraft accessories demand expert packaging even when shipped by air. And "expert" with a capital "E" is the only word to describe Convair's protective packaging program.

Corrugated, double-wall fibreboard containers are the key to the General Dynamics Corporation division's handling and transporting of sky freight. The dunnage used, meanwhile, is of lightweight fibreboard pads.

The photo below shows three typical Convair components and the manner in which they're packed. Thanks to the company's common-sense, dollar-saving packaging techniques, tare weight expenditures have been slashed from 50 to 75 percent and actual packaging time reduced by more than one-third.



Britain-to-U.S. cargo hauled by the British Overseas Airways Corporation is now moving at a stepped-up pace. Reason: A relaxation of custom restrictions with regard to the pre-entry of exports of countries outside the sterling area.

For the sky shipper, this means that on consignments valued at up to \$1,400 f.o.b. and not in a classification requiring an export license or being exported on drawback or ex-bond, documents need no longer be presented before dispatch. Under the new program, documents may now be presented afterwards.

Additional cargo capacity—up to 12 percent more—will be made available to trans-Atlantic air freight shippers by the Scandinavian Airlines System. SAS' proposed schedule, to be launched shortly, calls for 14 Scandinavia-New York trips per week; six from Copenhagen to Los Angeles; and three from Copenhagen to Anchorage and Tokyo.

Swissair and the Scandinavian Airlines System have inked an agreement under which there will be joint maintenance and operational leasing of the jet aircraft being purchased by both carriers . . . Expansion is in the air at the Flying Tiger Line. The company has just announced the purchase of two additional Lockheed Super-H Constellations, for use on its domestic and overseas contract freight hauls.

National Airlines plans to begin jet service on its New York-to-Miami run on December 10th, with one flight daily in each direction. The non-stop service will be stepped up to two flights daily on December 16th.

Expected flight time: 2 hours and 15 minutes, as against the 3 hours and 50 minutes required by piston-driven aircraft.

Overnight all-cargo service in both directions between Cleveland and New York has been inaugurated by United Airlines. Departure time at both the Cleveland Airport and LaGuardia: 1 AM, Tuesday through Saturday . . . Oops! We slipped! In October's Air Cargo News, Trans Canada Airlines was listed as operating 124 flights between the U. S. and Canada every week. Correct figure? 138, broken down into 20 daily flights, Monday through Friday, and 19 flights on both Saturday and Sunday.



**EASY DOES IT!**

Tall orders—like this ten-ton spool of wire rope—are all in a day's work at Ringsby. One of Ringsby's 30 new open-top, removable side trailers—plus superb driving skill—rolled it across the Rockies, across half the continent without a hitch—right on schedule to consignee! The Ringsby Rocket fleet's matchless versatility, speed and safety stand ready to solve the toughest traffic problem you can pose. Big, heavy, fragile, perishable, or just plain *urgent* . . . LTL or TL . . . next time rush it Ringsby Rocket—the *fastest* distance between two docks.

**RINGSBY**  
TRUCK LINES, INC.

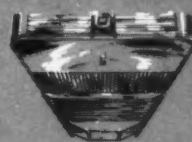
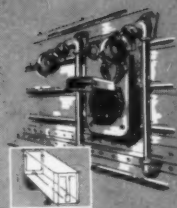
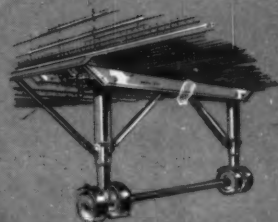
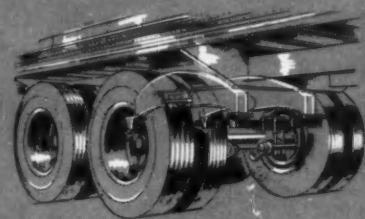
GENERAL OFFICES: 3201 Ringsby Court • Denver 5, Colorado

LINE OF THE ROCKETS



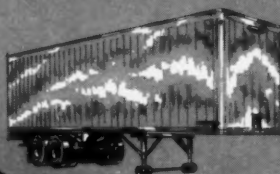
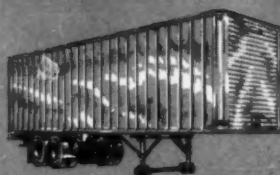
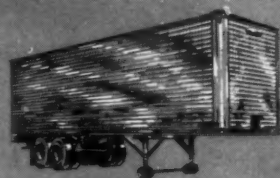
**CID**  
SERIES  
**'60**

*brings you  
"years-ahead"  
performance  
features*

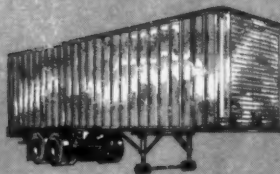
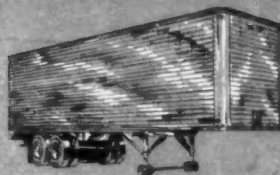


\*Customer Individualized Design





*in  
6 basic  
custom-design  
opportunities*



*to let  
you match  
trailers to  
your needs*

*CID Series "60"* is a feature-studded *new* edition of the original and revolutionary design concept introduced by Trailmobile in 1954. CID (Customer Individualized Design) gives you significant custom-design opportunities by offering a wide choice of standardized interchangeable components in place of factory standardized "models." And by choosing from these components according to *your* needs, *you* design the ideal trailer for your operations.

Now, Trailmobile brings you CID Series "60"—with *new* and improved components . . . new "years ahead" features. To you this means even more attractive opportunities in custom design . . . more opportunities to improve the performance and revenue capacity of your trailers.

TR-734

**TRAILMOBILE INC.**

Cincinnati 9, Ohio • Springfield, Mo. • Longview, Texas • Berkeley 10, Calif.

● Costly, time-consuming manual re-handling of bulky outbound asphalt and asbestos building products is a thing of the past at the wide-awake Baltimore plant of the Ruberoid Company. The formula? A versatile fork lift truck, equipped with a highly effective pusher attachment, plus specially-designed "take-it-or-leave-it" pallets built with top stringers running in only one direction.

Here's how outbound orders are handled and dispatched at the Ruberoid facility: rolling off the factory's production lines, groups of building ingredients are immediately placed on the unique pallets. Fork lift trucks move the products to the facility's warehousing area, where loads are stacked two to three high to take the fullest possible advantage of available storage space through maximum utilization of "air rights."

#### shipping outbound orders

Outbound orders are shipped directly from this warehousing section—either with or without pallets. A single 4,000-pound capacity pusher-equipped fork lift provides the flexibility and "oomph" necessary to cope with both palletized or non-palletized consignments. And the unusual construction of the pallets utilized at the Ruberoid plant adds to the ease with which either type of shipment may be handled.

Should a customer prefer to receive his merchandise palletized, the load of building products is culled from storage and moved directly onto a waiting vehicle.

On the other hand, should he spe-

*(Continued on page 22)*

Top: Material stacked on pallets at Ruberoid's Baltimore plant. Middle: Pusher attachment moves loads off forks into truck. Bottom: Unpalletized delivery permitted by unique pallet design.



## How pusher-attachment, special pallets EXPEDITE HANDLING at Ruberoid





## HOW DO YOU SPELL CHRISTMAS?

Seven years ago, Consolidated Freightways introduced a "New Look" in Christmas giving. A gift of learning...an ageless gift...to enrich the lives of future generations. Since then, 120 deserving young men and women have received CF Highway to Learning Scholarships. In the name of CF customers everywhere, they have been aided and encouraged in their preparations to build the future of tomorrow—today!

This year, another group of 24 high school graduates found "Christmas in September." They enrolled in the colleges of their choice and are now preparing themselves for a teaching career...to mould character, create skills and develop the brain power needed in our world of tomorrow. CF customers have enthusiastically endorsed this program and waived the traditional Christmas gift remembrance to make scholarships available. We know you join us in looking...with them...beyond today's horizons to meet the rapidly changing needs of the new atomic and space-age world.

They join us in thanking you...our customers...for an everlasting Christmas gift—consigned and dedicated to future generations.

**CONSOLIDATED FREIGHTWAYS, INC.**

For Complete Motor Transportation Services





## MOTOR CARRIER DICTA



BY DAVID AXELROD

### operating authorities

In a number of recent cases, the Commission has had occasion to construe operating rights. In one instance, authority to haul "iron and steel bars" and "rough bars" was held not to authorize the carrier to transport iron or steel "billets," because while billets and bars look the same, it was concluded that bars were stronger, of better quality, of closer tolerance and costlier.

In another case, authority to haul liquid chemicals was held not to include the right to transport liquid petroleum wax; and in this case, where one motor carrier complained that another motor carrier was without authority to transport the commodity involved, the Commission noted that certificates not restricted by reference to any established commodity lists could nevertheless be interpreted with the aid of such lists. It was also pointed out that commodity classification lists which appeared in Commission-issued decisions were formulated primarily to aid in the preparation and filing of applications and in the interpretation of certificates issued in the future, so that such lists may properly be considered in the construction of certificates issued in the past.

By the same token certificates not restricted by reference to any established lists may nevertheless be construed with the aid of such lists.

### exempt operations

The Supreme Court of the United States recently affirmed per curiam the judgment of a lower federal court, which held that the Interstate Commerce Act exempted carriers in Detroit-Windsor operations from the statutory requirement that they obtain certificates of public convenience and necessity.

However, it is to be noted that

carriers operating between these two cities were subject to the Commission's jurisdiction as to qualifications, hours of service of employees, safety, and standards of equipment.



### authority granted at variance with that applied for

Although applicant sought a contract carrier permit, the Commission, finding a need for the proposed service, granted the requested authority on the basis of a common carrier certificate and concluded that if any protesting carrier was in fact taken by surprise and could show any actual prejudice therefrom, it could resort to its right to petition for a further hearing. In the particular case, although the proposed service was supported by only one shipper with whom applicant was prepared to enter into a contract, it had expressed an intention to hold out or make its service available to that portion of the general public which had use for its service, and the shipper in turn did not expect to bind applicant exclusively to its service. The Commission pointed out that it does not necessarily follow that support by only one shipper determines the proposed operation to be contract carriage, but that rather the type of service which applicant proposed was determinative of contract carriage.

### ICC reports

Motor carriers in the forty-ninth state which are required by the ICC motor carrier safety regulations to make and file accident and hours of service reports will send such reports to the Commission's office in Anchorage, Alaska.

The decision was under the terms of an order issued in Ex Parte MC-40, Qualification and Maximum Hours of Service of Employees of Motor Carriers and Safety of Operations and Equipment.

The Commission said notice of proposed rule-making was unnecessary. The order is effective December 31, 1958.

### Handling at Ruberoid

(Continued from page 20)

cify a non-palletized shipment, the load is moved to a point either just inside or outside the shipping area door. There it is deposited on the floor by the "work-horse" Ruberoid fork lift. A few quick maneuvers and the truck has jockeyed itself into a position on either side of the palletized load. Its forks then move under the load, lifting it off its pallet—effective contact between forks and load made possible by the absence of top stringers in one direction on the pallet.

Carried on the forks of the industrial truck, the building products are moved to a waiting trailer. The fork lift's pusher attachment is extended, the outbound material is shoved gently off the forks and onto the trailer floor (or onto a load previously put in place), and the operation is complete.

Eliminated: the time-consuming manual handling usually involved in shifting outbound merchandise from pallets onto a vehicle. Meaning to Ruberoid: key reductions in handling costs and an expedited shipping operation contributing significantly to the manufacturer's outstanding position in the building products industry today.



# NEWS *you can use*

## **"electronic brain" simplifies package engineering problems**

The problem: More effective package engineering. North American Aviation's solution: electronic data processing.

In a development likely to exert a profound influence on package engineering operations everywhere, North American's Rocketdyne Division recently used an electronic computer to calculate the minimum number of panel sizes required for a wide variety of boxes. The actual programming involved combinations of 325 panel sizes that produce more than 7,500 different shipping containers.

What all this means to Rocketdyne is that the firm can now rapidly calculate in advance the minimum inventory of panel sizes needed to cover a given contract.

According to M. J. Peterman, Rocketdyne packaging engineer, "In the past, panel or container sizes were selected by opinion or the one-by-one manufacture of boxes for each item. The scientific panel combination formulae now developed represent a breakthrough in package engineering, since the packaging engineer has now been provided with scientific tools to do a systems engineering job."

Want additional data on the forward-looking Rocketdyne project for your packaging personnel? A full report on the new procedure is currently available to professional packaging engineers through Navan Products, Incorporated, of Los Angeles.

## **refresher course sparks more effective packaging**

A "back to school" program designed to keep packing personnel abreast of the latest advances in packaging materials and techniques is paying off at the Naval Supply Center in Oakland, California.

Launched a year ago, the project is geared to help busy supervisors review vital packaging areas and to apply what they've learned to their various shipping assignments.

Key feature of the refresher: lectures and demonstrations covering en-

gineered time standards, marking methods, supervisory responsibility, use of charts and graphs, plant layout, and levels of packing and preservation quality control. Result: alert, well informed packing supervisors and employees and a packaging operation right in step with the latest trends in the field.

## **blackboard time-table speeds traffic tracing, expediting**

Tracing and expediting incoming orders for buyers, especially at a department store the size of Washington's Woodward & Lothrop, can be an extremely tedious, time-consuming traffic assignment.

W & L's traffic department, however, has no difficulty at all in fulfilling its vital tracing-expediting role. The reason? An ingenious blackboard time-table procedure developed by distribution executive J. S. McDougal and his aides.

Four feet high and six feet long, the board contains the following headings: date, vendor, origin, route, date shipped, notify, department number, order number, why needed urgently.

Checking on an inbound consignment, W & L buyers contact traffic.

The department then determines whether or not a given delivery has been made and whether there is a valid reason why the buyer needs to have it given preferential handling. Only if there is such a reason is an expediting-tracing notation placed on the board and followed up.

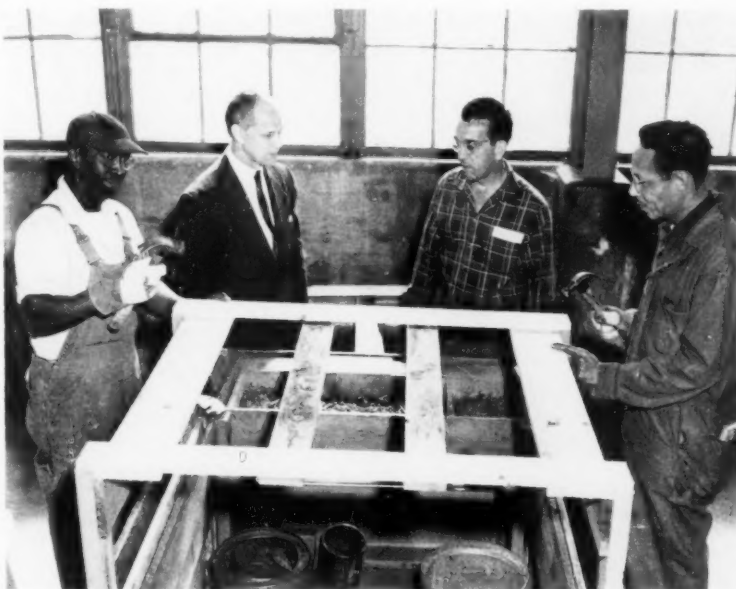
When arrival notices or manifest sheets are received, they are immediately checked against a board. Should a requested shipment be among them, the buyer is notified and the merchandise is given special attention.

According to Mr. McDougal, the blackboard has accomplished three purposes.

1. It has eliminated duplication of effort on the part of traffic personnel. Prior to the board's installation, various members of the department might unwittingly be following up the same order. Now, before looking up arrival information or tracing a consignment with the carrier, traffic personnel check the board and guide themselves accordingly.

2. Checking the board daily, Receiving is alerted as to what rush shipments are expected and can plan to expedite their distribution.

3. The board also provides key company executives with a means of determining at a glance just how rapidly and effectively valid buyer requests are processed.





### **jet cargo meeting stymied by developmental rate issue**

Disagreement—on low developmental commodity rates for jets—has prevented the IATA's Traffic Conference from reaching final action.

Jet rates for the year beginning April 1, 1959, were left up in the air until the conferences reconvene early next year. The problems arose from "the wide divergence of opinion among carriers as to the necessity in practice and justification in principle of establishing separate levels of fares for jet aircraft and propeller-driven types," said Philip Lawton, conference chairman.

Mr. Lawton, commercial director of British European Airways, pointed out that the industry has had "little or no actual commercial experience" with jets. A lack of information on operating costs and jet capacity on various routes, as well as a lack of knowledge of public preference for jet over propeller aircraft, made consideration of the problem more difficult, Mr. Lawton said. The same problem appeared in North Atlantic cargo rates. Carriers could not agree whether the time had come for great expansion of cargo traffic through low rates on specific commodities.

However, the conferences agreed on more than 100 points dealing with air transport in Asia and across the Pacific. These will go to governments for approval and, if accepted, will go into effect for the year beginning April 1.

They would cause little or no changes in fares and rates in many areas, and small increases on other routes. However, they would provide for developmental fares between the Americas and for a survey of possible reductions in European fares by modifying tourist class conditions.

### **new unitizing procedure speeds handling, packaging**

Using a new unitizing procedure, Rusco Windows, Limited, of Scarborough, Canada, has stepped up the packaging and handling of steel storm windows, doors, and screens by a hefty 30 percent. In transit damage to the firm's products has been cut substantially, as well.

Rusco's system? Flush up against a six-inch frame block, two window or door frames are placed on bearing pieces positioned on a steel strapping table. One steel strapping tool is

mounted on the frame block; the other on a sliding bridge, which is moved into place against the outer end of the merchandise being shipped.

Two phases are involved in the actual unitizing process. First, corrugated board is carefully folded around the corners of the windows or frames. This completed, strapping is pulled from reel stands, positioned, and tensioned—and the consignment is ready to go.

### **rust major foe of shipper twin surveys indicate**

Watch out for rust! According to a pair of recently completed surveys—one by the Department of Defense, the other by a nationally-known manufacturer of protective coatings—rust will be one of the distribution executives most formidable enemies in his shipments via the St. Lawrence.

Statistically, the survey further indicates that the Great Lakes region ranks highest in "proneness to rust," with the Gulf Coast next. Cities most affected by corrosion, in order, include Buffalo, N.Y.; Erie, Pa.; Miami, Florida; and Rochester, N.Y.

### **improved service set as goal by ATA Regular Common carriers**

Improved service for highway shippers and closer relations with industry. These were the twin goals set by the Regular Common Carrier Conference of the ATA at its 21st birthday celebration in Miami Beach last month.

Declared conference chairman L. D. Rahilly: "I can think of no better way for the conference to observe its birthday than through intensified consideration of ways and means whereby we can improve our contribution to the American economy."

"Regular highway carriers, with their ability to transport raw products and finished goods faster than any other means of transport have been an important factor in the nation's rapid economic development during the past 21 years."

Now it is our job to insure that we continue giving America the fastest and least costly means of moving its supplies so that the cost-of-living can be held to the lowest possible level compatible with our high standards of civilization," Mr. Rahilly concluded.

### **guide to containerization available to traffic execs**

Want to be in the know on containerization, a development potentially of enormous significance to the distribution executive? A new booklet, just announced by the Truck Trailer Manufacturers Association, will certainly be a step in the right direction.

Presenting the views of containerization experts, as expressed during the 10th Annual Summer Meeting of the TTMA, the booklet is a gold mine of information on the background, current developments, and future prospects of the shipping procedure. Represented are the opinions of General E. C. R. Lasher, president of the North American Car Corporation; C. E. P. Smith, one of the nation's outstanding traffic consultants; Keith Tantlinger, vice president of engineering for the Fruehauf Trailer Company; and Major Harold A. Ablett of the British Army Royal Engineers.

Consisting of 44 pages, the handbook is available from the TTMA. Address: 710 Albee Building, Washington 5, D. C. Price: \$1.

### **aid on transport problems is yours for the asking**

Problem involving motor transportation? The following organizations may be able to furnish you with a solution:

*American Trucking Associations*, 1424 18th Street NW, Washington 6, D. C.

*Canadian Industrial Traffic League*, 20 Bloor Street, West Toronto, Ontario, Canada.

*Motor Carrier Rates and Classification Committee, Chain Store Traffic League*. Chairman: H. E. Chapman, S. S. Kresge Company, 2727 Second Avenue, Detroit, Michigan.

*National Industrial Traffic League*, 909 Sheraton Building, Washington 5, D. C.

*Growers and Shippers League of Florida*, 45 West Central Avenue, Orlando, Florida.

*Associated Traffic Clubs of America*, 110 South Dearborn Street, Chicago 3, Illinois.

*Truck-Trailer Manufacturers Association*, 710 Albee Building, Washington 5, D. C.

For a more complete list of agencies and groups with the answer to your highway shipping puzzlers, see the 1958 19th Manual and Directory Edition of *Shipping Management-National Hi-Way Shipper*.

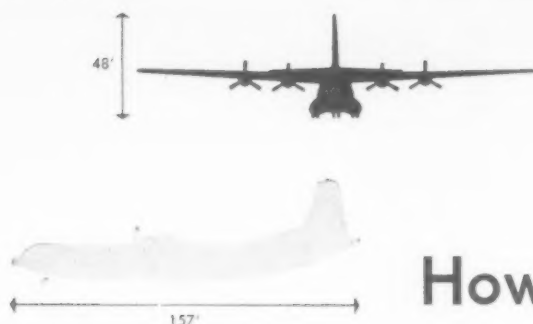


MERRY CHRISTMAS TO ALL

TWAS THE NIGHT BEFORE CHRISTMAS AND ALL THROUGH THE HOUSE NOT A CREATURE WAS STIRRING



from **BRADY**



## How improved cargo planes, H

### ● The Jet Age is here!

Trans-Atlantic jet cargo and passenger service, spearheaded by BOAC's power-packed *Comet 4s* and Pan American's distance-defying *Boeing 707s*, is underway. Domestic jet service is scheduled to get off the ground this month, when National Airlines begins operating *707s*, on its New York-to-Miami run. And a new era in air freight—an era of fantastic speeds and revolutionary distribution procedures—is just around the corner.

Colorful and exciting as the dawn of the Jet Age may be, however, to the air shipper at least, recent advances involving "prop" cargo planes, on-the-ground transport and handling of sky freight, containerization, and air shipper education should be just as exciting and far more important.

Certainly one of the most exciting developments in the field, from the viewpoint of the distribution executive, is the imminent application of

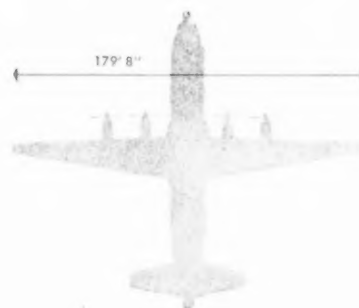
"fishyback" and "piggyback" procedures to air shipments. Meaning to the sky shipper: a drastic reduction in handlings, slashed loss and damage, lowered transport costs, and stepped-up deliveries.

Known as "tail-loading," the system allows for an entire highway trailer to be driven aboard a waiting aircraft, skylifted to its destination, driven off, and dispatched to its delivery point. Enroute, the cargo would never be touched. Thus, loss and damage would be cut.

### trailer container

What's more, since the trailer itself would serve as a mammoth container, the loading and unloading of inbound and outbound freight would no longer be necessary, with a subsequent decline in costly, time-consuming airport handling tie-ups.

Using the Lockheed *Hercules*, the



Defense Department has already tested "tail-loading" extensively and found it to be tops in efficiency and economy. Sparked by the government's success and fully aware of the overwhelming value of a tail-loaded plane to air cargo, Lockheed, Boeing, and Douglas are currently hard at work blue-printing commercial cargo-craft similar to the *Hercules*.

According to S. C. Dunlap, vice president, cargo sales, American Air-



Lightweight Bunyan Box is 84" long, 42" high, and 62" deep. It has a full length hinged door, which can be securely locked and sealed for maximum security against pilferage.

## es, handling **SPEED** air cargo

lines, the plane that will probably be developed will be of a tail-loaded design. Equipped with specially designed interior tracks—matching up with similar tracks placed on the trailers that will be pressed into "piggy-back"-style sky service—the plane will be capable of handling fully-laden truck-trailer size containers with the greatest of ease.

Moreover, since these containers will be sectionalized, it will be completely feasible to roll off individual components at different cargo points of call speedily and efficiently.

Still another military aircraft, the Air Force's Douglas C-133 *Cargomaster*, is also pointing the way to new and unparalleled advances in the transportation of air freight.

According to the Douglas Aircraft Company, which designed and developed the craft, the *Cargomaster* is capable of making air freight competitive in cost with surface transportation.

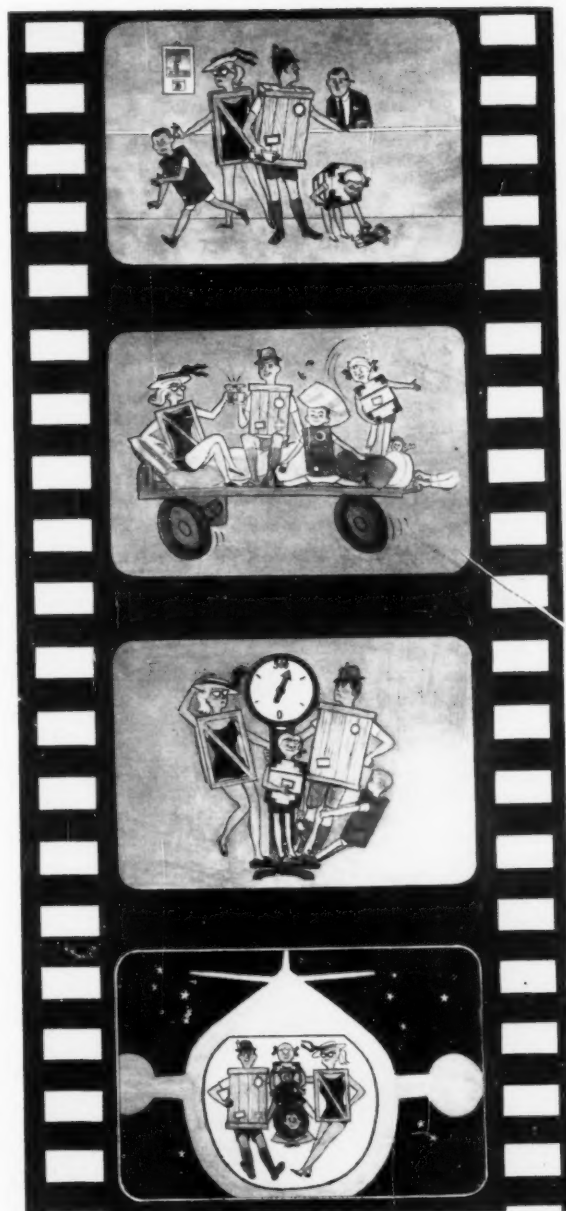
Capable of handling a maximum payload of 90,000 pounds, it has a top-speed of 359 mph. Its speed and efficiency, put to the test in the hauling of military supplies, have reduced the cost of sky cargo to a point "where it is actually less expensive for most freight items than even the most effective surface transport."

In a recent study made by Douglas, for example, typical items were selected from a military inventory list. Cost comparisons were then worked out for moving these items from the U. S. to overseas military installations.

Results? Moving a desk by *Cargomaster* saved \$15.10; a crate of personal household goods, \$108.21; a one-ton cargo trailer, \$93.99; and a liquid oxygen tank, \$376.73.

New and improved planes, however, are only one facet of the big

Swissair filmstrip depicts the steps involved in the movement of air freight. Part of the carrier's Cargorama Revue, the filmstrip was a highlight of the top-notch program.







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CAN'T PACKAGE IT  
IN CORRUGATED,  
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CAN!**



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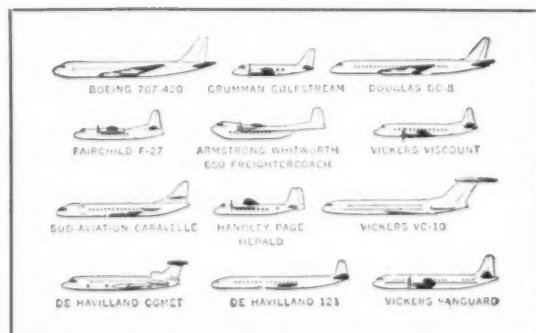
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FORMERLY NATIONAL CONTAINER**

CHECK NO. 32 ON HELP-O-GRAM CARD  
December, 1958

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PAPER PRODUCT PLANTS:**

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news in sky freight today. Advances potentially as important—if not more so—to the air shipper are being registered in the on-the-ground movement of air cargo, long a headache for both shippers and carriers alike.

Typical of recent developments in this area is Northwest Orient Airlines' *Sky Truck Service*, a dollar-saving, streamlined distribution operation meeting the needs of air shippers all over the country.

Briefly, the airline's plan calls for participating truckers and Northwest to haul a consignment from shipper to receiver on a through joint rate. One document, "a joint air-truck bill of lading," covers the movement of the shipment in the air and on the ground.

Achievements of this bottleneck-breaking procedure to date: faster on-the-ground handling of skyborne freight, faster and more accurate data for shippers and receivers regarding the disposition of a given consignment at a given time, and expedited transfer of cargo between Northwest and motor carriers at interchange points.

Still other improvements in on-the-ground service include:

- A new and improved document package developed to slash red tape and speed deliveries. Introduced by Air Express International, the packet now permits users to complete all routine paperwork in a single operation.

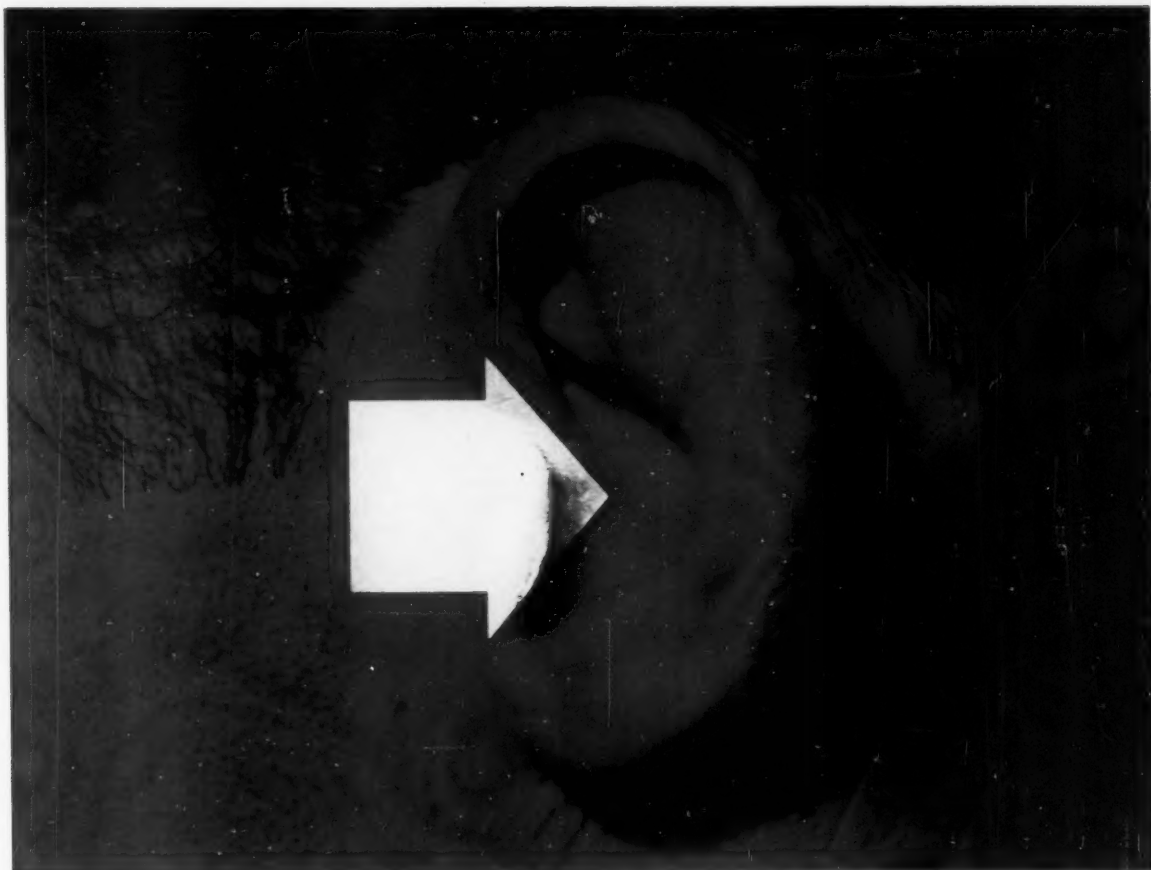
- An increasing reliance on radio-controlled equipment to speed pickup and delivery vehicles to their destination.

- A mounting effort on the part of carriers to expand and improve their cargo facilities. American Airlines, for example, is in the midst of a \$96 million facility construction program. United Air Lines is putting its air freight terminal at Chicago's Midway Airport on "wheels." The plan? To place cargo on rollers when it arrives at the field, then store it on these rollers until dispatched for loading aboard outbound aircraft.

The advance of containerization as a key factor in air shipping is another recent development of paramount importance to the distribution executive. Working minor miracles in the air freight industry are the *Paul Bunyan Box* and its offshoots.

Constructed of aluminum, the most common *Bunyan Box* is 84" long, 42" high, and 62" deep. It has a full-length hinged door which can be locked and sealed, is mounted on eight roller bearing caster wheels, and is completely waterproof.

Manufactured by Aerobilt Bodies, Incorporated—a subsidiary of Grumman Aircraft Engineering—the *Bunyan*



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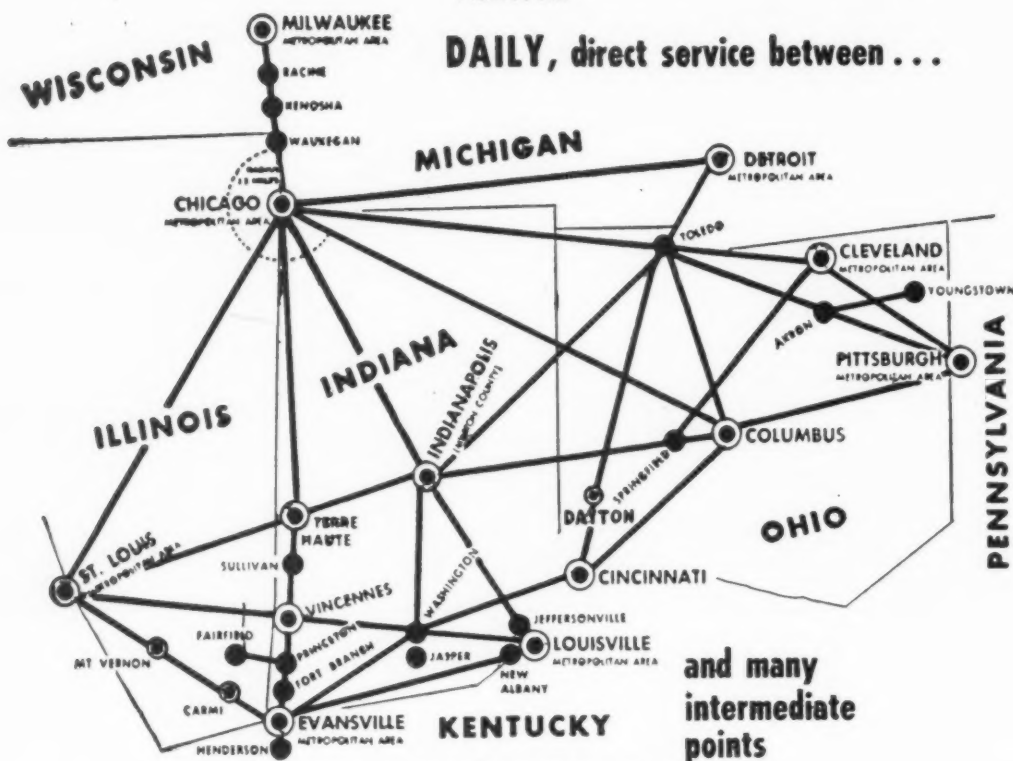
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Arlington 1, Va., Jackson 7-6242  
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December, 1958

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**LET HANCOCK Pickup or Deliver Daily at a Fixed Time**

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YOUNGSTOWN, OHIO  
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EXECUTIVE OFFICES, EVANSVILLE, INDIANA

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28B

Shipping Management — National Hi-Way Shipper

# Interstate System now serves major New England markets!



## ***Gives new expanded coverage through operation of Connecticut Motor Lines, Inc.***

Now, Interstate System offers shippers single-line traffic movement between key eastern and mid-American industrial markets! Operation of Connecticut Motor Lines, Inc. gives Interstate System new, comprehensive New England coverage including all points in Massachusetts. It's another step in Interstate's 34 year history of providing shippers with the best transportation service and facilities available. Remember, if you ship New England — ship Interstate and be assured your freight will move swiftly, safely and economically. We also offer exceptional coast-to-coast service to or from points named in Rocky Mountain Tariffs. Our midwest carrier is Prucka Transportation, Inc. Our West Coast carrier is Garrett Freightlines, Inc.

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December, 1958



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## NEW IDEAL "POWER-PAC"

attachment features push button, air-operation . . . takes ALL THE STRAIN OUT OF STENCIL CUTTING  
**FITS ANY IDEAL STENCIL MACHINE!**

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STENCIL MACHINE CO.

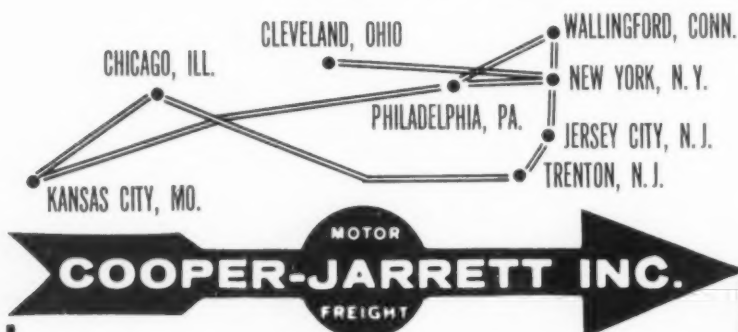
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GLedstone 7-2000

JERSEY CITY 4, N. J.  
100 Water St.  
DElaware 3-0400

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CHECK NO. 42 ON HELP O-GRAM CARD

30

Box and similar aluminum containers are having a field day. Among the airlines already utilizing the units are Northwest Orient, American, Pan American, Swissair, TWA, and United—with others scheduled to follow suit in the very near future.

Advantages for the air shipper? Plenty. For one thing, the container affords greater protection against in transit loss and damage. For another, excessive packaging costs are eliminated. And finally, the sturdy construction of the Bunyan Box makes it a potent weapon against pilferage.

Meanwhile, at United Airlines, a move is underway to develop a container tailor-made to the onrushing Jet Cargo Age. UAL is currently blueprinting a bell container designed to fit the configuration of the Douglas DC-8. The unit will be preloaded on the cargo processing area and placed aboard an outbound plane in a matter of minutes.

As Robert L. Mangold, manager of cargo sales for United Airlines, recently explained it, "Here we have a system that takes care of air cargo's requirements from its terminal of origin to its terminal of destination . . . It is very conceivable that, with a simple modification, the DC-8 cargo basket could be adopted by surface carriers, thus providing for unit handling door-to-door."

The awakening of shippers to the benefits of sky freight, as well as the steps they themselves may take to speed and safeguard their in transit merchandise, has likewise advanced markedly in recent months.

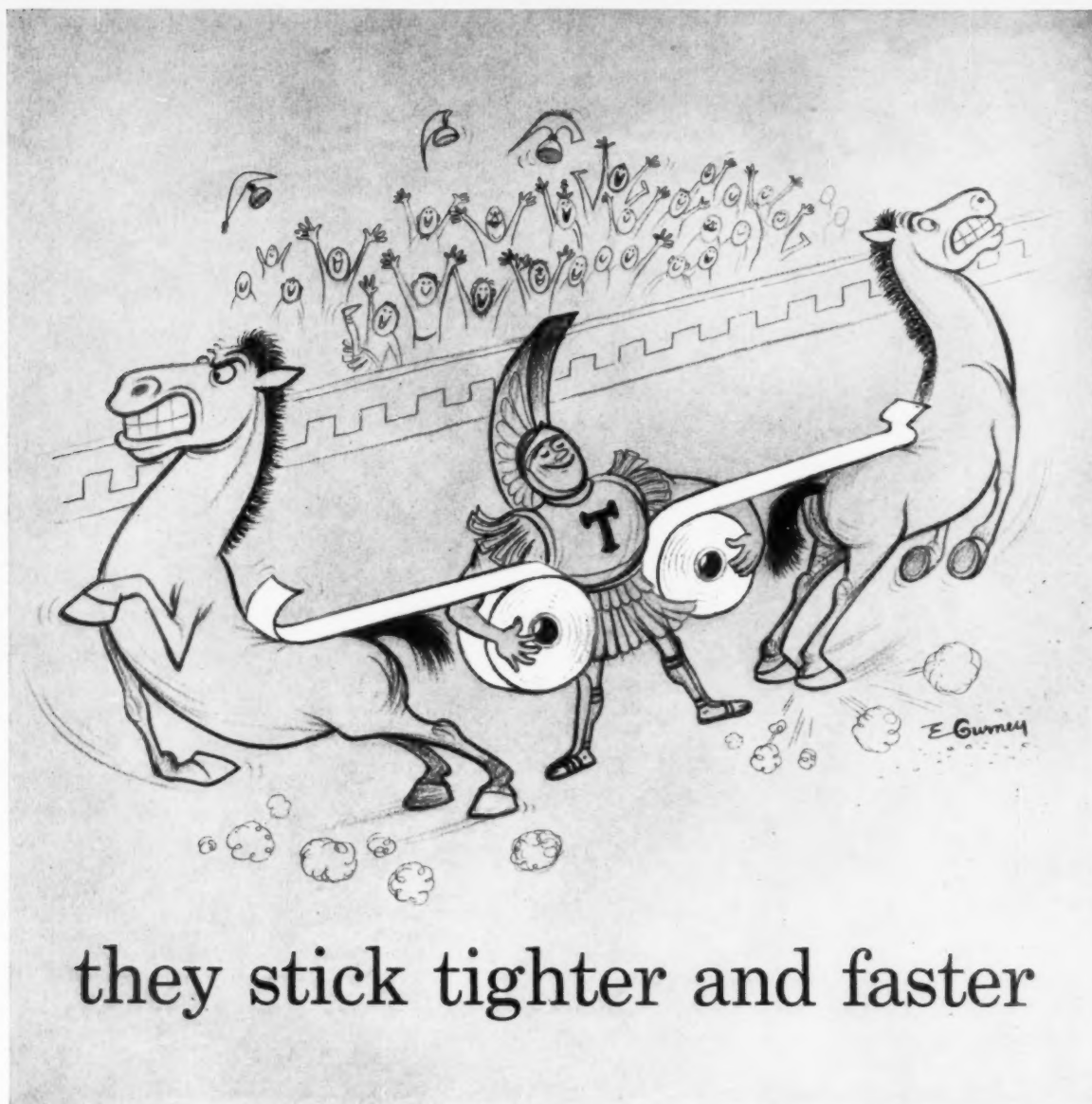
### Swissair Cargorama

Swissair's highly effective, enthusiastically received *Cargorama Revue*, staged all over the nation, is a case in point.

Offering a brand new and highly unusual approach to alerting shippers, forwarders, and others vitally concerned with air freight to the vastly improved, highly personalized service afforded shippers by such carriers as Swissair, the *Revue* set a precedent which other airlines are likely to follow.

Touring the country, the show was "a smash" before shipper-traffic-transport groups, as it demonstrated the procedures involved in the movement of a skyborne package from the consignor to the consignee, the precautions shippers might take to ensure the safe and speedy arrival of their merchandise, and the advanced handling techniques that are expediting the movement of air cargo.

(Continued on page 39)



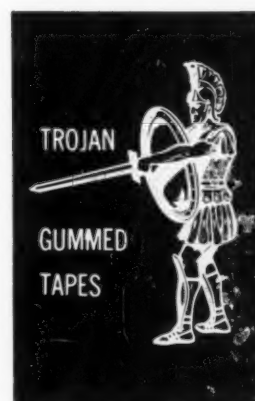
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PERFECT FOR ALL YOUR PACKAGING NEEDS!**

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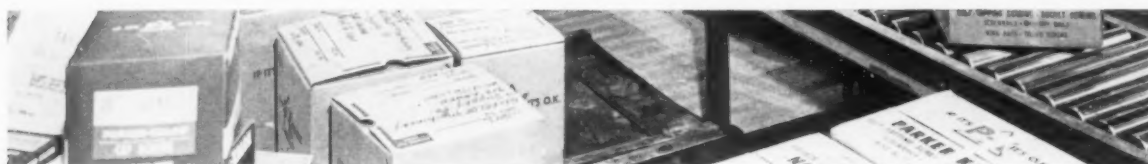
**The Gummed Products Company**

Troy, Ohio • Subsidiary of St. Regis Paper Company  
CHECK NO. 44 ON HELP-O-GRAM CARD  
December, 1958





## What you should know about packaging tapes



● Stronger, more versatile, and easier to apply than ever, packaging tapes are right in step with the latest advances in distribution techniques and equipment.

But have *you* kept up with recent tape developments? Is the sealer-reinforcer you are using all it should be? Or would a different tape, better suited to your present shipping needs, KO costs, boost efficiency, and step up the tempo of your taping activities?

- Switching from its former packaging to gummed filament, the Lyons Metal Company of Aurora, Illinois, has lopped 7.7 percent off its taping bill. Out-bound products are moving through the shipping room at an accelerated pace as well.

- For the F. G. Ellerman Company of Evanston, Illinois, two pressure sensitive tapes have paved the way for new and improved shipping and handling procedures. Mirrors manufactured by the firm are unitized securely in half-dozen lots and individual cartons edge-sealed with a pressure sensitive component. As a result, transport and handling costs have been floored, damage to fragile mirrors cut sharply.

- The Dudley Lock Company's answer to loss and damage: standard gummed-tape, rein-

forced with a special tape strap. Result? A boost in safe deliveries and significant economies in packaging expenditures at the Crystal Lake, Illinois, firm.

- Fast, easy stabilization of palletized cartons containing heavy porcelain insulators has been achieved by the General Electric Company. How? Through the extensive use of reinforced strapping tape as a binding agent. A single binding of tape around the containers effectively stabilizes the entire pallet load, even when it is being

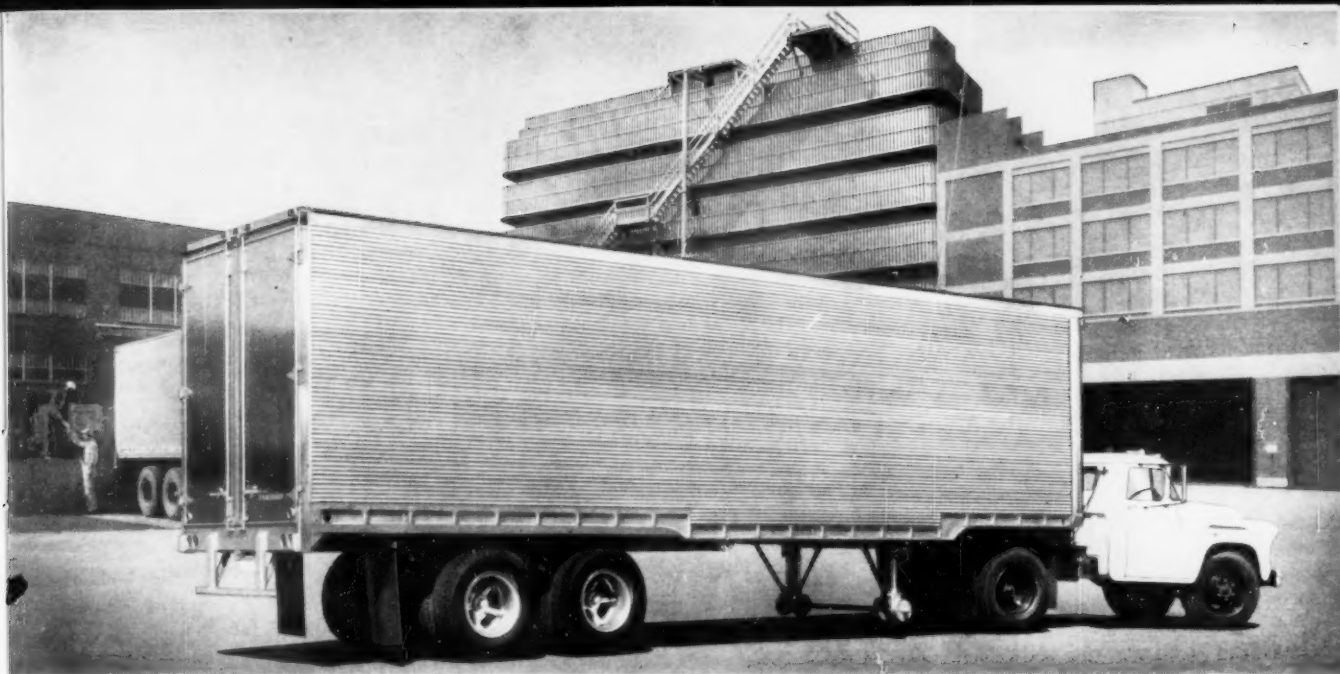
moved from point to point by a lift truck.

- Loss of chemicals through accidental spilling used to be a headache at the Climax Molybdenum Company. Not anymore, though. The solution: cloth packaging tape to seal chemical powder drums.

- How do you seal polyethylene packages containing brass fittings for sale at hardware stores? The Union Malleable Manufacturing Company's answer: crepe paper tape, strong enough to keep bags securely



Left, an electric gummed tape dispenser; right, manual dispenser.



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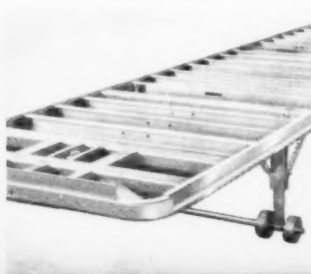
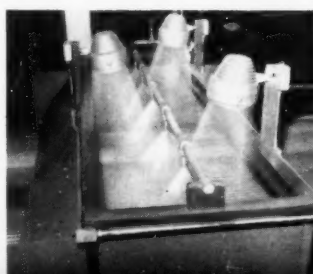
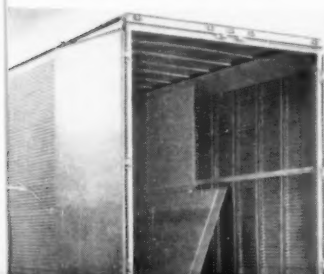
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Shallow but wide and sturdy cross-  
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be patched speedily and easily with  
standard tools in your own shop, and  
major repairs are economically made  
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closed on the trip from the firm's plant in Ashland, Ohio, to customers around the nation, yet easy for dealers to remove upon delivery.

- Standard gummed tape is a key component in a highly effective "cubitainer" being used in the shipment of chemicals by the Fisher Scientific Company. Encased in a double corrugated box, the chemicals flow out through a built-in spout. The increased pressure on weaker container areas developing during pouring has been kept from injuring the carton through the use of strategically placed strips of standard gummed tape, acting as reinforcing agents.

- At the Gerber Food Products Company, an improved "tear off" pressure sensitive tape has speeded up sealing operations and afforded added protection to in transit merchandise. An added feature: wholesalers and retailers may open incoming cartons simply and easily. Sturdy and dependable as a sealer, one quick pull is all that's needed to remove the tape when the container it is protecting has reached its destination.

A look at what's going on in your taping operation will quickly tell you just how efficient your current setup is. If it's moving along smoothly and effectively, fine.

If not, changes are in order. And so is a thorough briefing for you on the wide variety of packaging tapes available today from which you may choose the one that's right for you.

Basically, packaging tapes fall into two distinct classifications. The first

encompasses the many gummed tapes that have long since become familiar packaging components; the other, the newer pressure sensitive tapes.

*Standard gummed paper tape* is designed primarily for sealing the seams of cartons and packages. It consists of water-activated vegetable or animal glue—or a dextrin adhesive—and a kraft paper backing. Usually brown in color, this tape may nevertheless be purchased in a whole host of shades and is available in paper weights of 35, 60, 90, 100, and 160 pounds.

### reinforced kraft tape

Similar to standard gummed paper tape, except for the fact that its backing is bolstered with glass or nylon fibers in a rubber base or asphalt layer between two layers of kraft, is *reinforced kraft tape*. Specifically created for heavy-duty sealing, reinforced kraft is widely used in 2-strip-center-closures.

*Water-resistant gummed tape*, meanwhile, is another prime component used for carton and container sealing. Asphalt or some other waterproofing material is employed in the manufacture of this tape to keep it from giving way under excess moisture.

The laminating material is applied to the kraft stock and coated with a high-potency type of gum. Water is not used for the moistening of the gumming. A special solution, prepared by tape producers, is utilized instead. Purpose: to make the

gum water-resistant after the tape has been applied to the surface of the shipping container.

Moving on to *gummed filament tape*, the distribution executive will find that it is used primarily to reinforce the stress and strain points on large or high-weight-capacity cartons. Most firms utilizing gummed filament first seal their outbound cartons with gummed paper tape and then apply short reinforcing strips of gummed filament for added protection. In the majority of shipments, 10" to 12" strips of filament tape will more than suffice to keep even a heavily-laden carton in top-notch condition from consignor to consignee.

*Pressure sensitive tapes* are "Johnny-Come-Latelies" to the industrial packaging scene. But they have already more than demonstrated their sealing and reinforcing efficiency.

### PSTC description

Describing them, the Pressure Sensitive Tape Council points out that the term "pressure sensitive" refers to "a distinct class of adhesive tapes and adhesives which, in dry form, are aggressively and permanently tacky at room temperature and firmly adhere to a variety of different surfaces on contact . . . and without hand pressure."

Continues the PSTC: "They do not require activation by water, heat, or a solvent . . . They have a sufficiently cohesive and elastic nature so that, in spite of their tackiness, they can be handled with the fingers and removed from smooth surfaces without leaving a residue."

Pressure sensitive tapes consist of a flexible backing material—paper, cloth, film, or foil—with a pressure sensitive adhesive mass applied to one side. Broadly speaking, they fall into three categories: *paper-backed*, *filament-reinforced*, and *plastic-film backed tape*.

Under the paper-backed tape heading are *flatback* and *crepe* pressure sensitive materials. Flatback, which looks like a smooth, flat paper—in contrast to crepe's rougher appearance—has been extremely well received as a carton sealing ingredient. Its outstanding features? Strength, tear resistance, and a high-tack adhesive capable of coping with the most adverse weather conditions.

Crepe, on the other hand, is noted for its ability to stretch and for its edge roll capacity. The backing ingredient incorporated in this sealer-reinforcer consists of various weights of kraft paper. Most common: 30



An automatic gummed tape dispensing machine makes this shipping clerk's job easier and faster. Because all packages are the same size, the machine is pre-set to dispense the same length of tape whenever used.



pound stock. Maximum weight: 70 pound stock.

Filament-reinforced pressure sensitive tape, meanwhile, is known for its tensile strength and tear resistance deriving from the filaments used in its construction. It is extremely easy to apply and may be removed from a surface just as easily.

The tensile strength of the sealing component ranges from 75 pounds per width-inch to 500 pounds. Thus, reinforced tape may be used for a whole host of taping assignments—from the unitizing of palletized loads to the reinforcement of standard shipping cartons.

A third major pressure sensitive tape is *film-backed*. The backing used here is a plastic film or a cellophane. Uses: sealing telescope cartons and set-up boxes; paper and plastic bags; and a wide variety of vegetable and meat wraps.

#### pressure sensitive tapes

To help you better understand the role of pressure sensitive tapes in industrial packaging today, here is a handy checklist of vital shipping and handling assignments and the pressure sensitive tape best suited to them.

Bundling and sealing parcel post shipments. Recommended: flat-back paper tapes.

Sealing-reinforcing cartons. Recommended: flatback paper or acetate fibre tapes.

Sealing-reinforcing telescope containers. Recommended: filament-reinforced tape.

Securing protective padding to furniture, appliances, and similar merchandise. Recommended: flatback or creped paper tapes.

Holding appliance parts, doors, drawers, etc. in place during shipment. Recommended: stain-resistant paper and filament tape.

Bundling lumber, tubing, rubber hose, and other heavy items. Recommended: filament-reinforced tape.

Sealing large fibre tube containers. Recommended: plastic film-backed tape.

Sealing treated bags. Recommended: acetate fibre tape.

Sealing plastic bags. Recommended: acetate fibre tape.



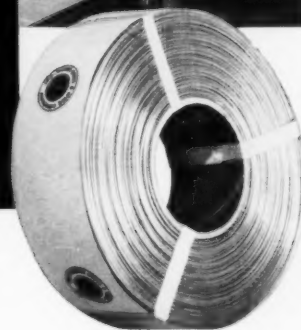
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## INDEPENDENT TRUCKERS, INC.



Executive Offices: 4684 Leavenworth, Omaha, Neb.

CHECK NO. 35 ON HELP-O-GRAM CARD

## LISTEN, MR. TRAFFIC MANAGER

When we discuss traffic in this column we are referring to a Traffic Department which encompasses not only technical and clerical aspects but also packaging and actual loading of material. Traffic, in our estimation, should include all aspects of the movement of material—from rates, rating, routing, tariff interpretation, down through shipping.

Every well organized Traffic Department should have procedures and policies established to handle the normal work load. The efficiencies of scheduling, handling orders and the smooth flow of paper work cannot be disrupted. Unfortunately, any interruption of the established system disturbs the economical operation of the unit and, without proper planning, can have serious consequences in the division's output.

In every Traffic Department the main obstacle to a smooth operation is the "rush, rush" shipment which invariably occurs when the work load is heaviest and the time or day the worst. Rushing to get special shipments on their way can cause serious interruptions in departmental routines.

Once it is accepted that special or rush shipments occur in any operation, the problem becomes one of handling special shipments in an expeditious manner so they do not cause a crisis in shipping or traffic operations. Most Traffic Departments have found that "willy-nilly" handling of rush shipments creates confusion and often does not work.

For this reason, we have established a set of signals similar to those used by a football team. Each person involved in a "crash" shipment knows exactly what to do when the signal is called. The proper execution of duties assigned to each person by this set of signals insures success in expediting the shipment and lessens the interruption of routine.

In our organization we have found it best to have one individual in the Traffic Department coordinate all the activities related to a "rush" shipment. Regardless of the person in the Traffic Department to whom the rush request is made, everyone is instructed to refer it immediately to the coordinator. The coordinator

then, depending on the type of shipment and circumstances, calls the play necessary to handle this particular shipment. He communicates with the Shipping Division first to determine when the material will be ready, if it is all in, and the complexity of the problem. Once he has established when the shipment will be ready, he immediately contacts the carrier.

The dock foreman is then notified that a division of the shipping area will have a shipment ready for delivery to the platform at, say, 4:30 p.m. The dock foreman posts a sign in the allocated area on the dock listing the name of the carrier who is to arrive at 4:30 and the division in the shipping area from which the material will come.

If something goes wrong, the coordinator is notified and he in turn notifies the dock foreman. If the carrier fails to arrive on time, the dock foreman notifies the coordinator, who contacts the carrier to determine the cause of delay.

Once the shipment has been picked up by the carrier the coordinator follows through with the carrier to determine routing and time of arrival at destination.

Although this is a simple system, we have found it necessary for coordinating and expediting shipments with a minimum of confusion. Obviously, different types of shipments require different types of handling, but in each case the individuals are aware of the method to be used.

### TRANSPORTATION Profile

Few men in transportation today know the "ins" and "outs" of over-the-highway shipping as thoroughly as Lawrence D. Rahilly. And, over the years, fewer still have made a greater contribution to the development of motor freight as a keystone of the American economy.

Currently, for example, Mr. Rahilly—president of the Interstate Motor Freight System—is serving as Chairman of the Regular Common Carriers Conference of the American Trucking Associations. Once again emphasizing his keen interest in the welfare of shippers, as well as carriers, he declared at the 21st birthday meeting of the RCCC in Miami last month: "I can think of no better way for the conference to observe its birthday than through intensified consideration of ways and means whereby we can improve our contribution to the American economy. It is our job to see to it that we continue to give America the fastest and least costly means of moving its supplies . . ."

Earlier this year, during the Smathers Hearings in Washington, Mr. Rah-



L. D. Rahilly

illy was just as definite about the role of American trucking and the direction it must be permitted to take. What's more, in the long fight to force the repeal of the three percent Federal excise tax on common carrier freight, his was one of the most persuasive voices.

In his role as chief executive of one of the nation's outstanding motor freight lines, Mr. Rahilly has displayed the same awareness of the needs and problems of the truck user. As a result, Interstate is currently one of the ten largest common motor carriers in the nation, servicing 21 states and accepting shipments to and from any point.



Marking 25 years of trucking progress, last month's ATA annual convention in Miami proved to be a whopping success in all respects. Featured speakers on a star-studded program included Senator Warren G. Magnuson, chairman of the Senate Committee on Interstate and Foreign Commerce; ICC chairman Howard G. Freas; and Leo Durocher, one-time baseball manager and now a VP with the National Broadcasting Company.

A highly effective method of "cinching-down" cargo in truck-trailer equipment has stepped up shipping operations at the Shopping Bag Food Stores Company of Los Angeles, a big Southern California supermarket chain.

Bakery goods and other items move from the firm's warehouse to its stores in unitized containers, specifically built to permit maximum use of available trailer space. Since the containers are mounted on casters, they must be secured firmly while on the road to prevent transit damage.

This is where Shopping Bag's "cinching" operation comes in. A slotted track, installed about four feet from the floor along the side of the trailer, plus a track-lock fitting connecting with the small notches in the track, are the keystones of the system. Straps or rope freight tie-downs may make a circle around the cargo and fit into the track on the same side of the trailer; tie down directly across the trailer, with a fitting at each end; or go over the merchandise and attach to a fitting on the floor.

Steel beams, linked to the interior trailer tracking, may also be utilized advantageously as shoring bars to segregate loads or as the foundation for a second deck designed to carry additional freight.

Through service between all points in the United States and Mexico has been launched by International Freight Service, Incorporated, of McAllen, Texas. 12-hour service to Monterrey and 36 hours to Mexico City from the U. S. border is the aim of the new operation.

Prior to the start of all-the-way run, cargo hauled by U. S. carriers was brought to the border, unloaded at a customs warehouse, and stored. Later it was reloaded into local cartage equipment for delivery across the border, unloaded at a Mexican

customs storage center, inspected, and finally placed aboard Mexican vehicles.

In stepping up its over-the-border service, IFS has coordinated all border transactions into a single operation providing single-billing and clearance on both sides of the border. U. S. carriers utilizing the IPS include Spector Mid-States and Great Southern Trucking.

Rushing headlong into the Jet Age, commercial aviation is being supported every step along the way by the nation's motor carriers. Evidence? Photo below shows the up-to-minute tanker-trailers now being utilized by Pacific Intermountain Express to haul fuel for commercial and military aircraft.



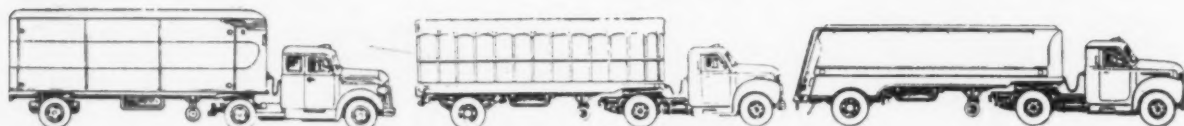
Out to boost the motor common carrier, the Regular Common Carrier Conference has opened a new bureau in Washington. Address: 1625 Eye Street, Northwest, Washington, D. C. . . . The Interstate Commerce Commission has granted the Spector Freight System temporary authority to "control through management the property and rights of Great American Transport, Incorporated." Great American's routes blanket Illinois, Indiana, Michigan, and Ohio.

Neptune Storage, Incorporated, New Rochelle, New York, has expanded its West Coast facilities. The moving and storage firm's new office: 324 San Pedro Street, Los Angeles . . . In the works is the creation of a new motor transport organization to be known as the Southern Shipper and

Motor Carrier Council. Inquiries to: Southern Motor Carriers Rate Conference, Atlanta, Georgia.

Another round of applause for the U. S. trucking industry, this time from the Department of the Army. Appearing before the New York Chapter of the National Defense Transportation Association recently, Major General Frank S. Besson, Jr., Army Chief of Transportation, declared: "The U. S. economy today is 2 1/2 times more dependent on truck transport than it was in 1941, at the outbreak of World War Two."

Factors underlying over-the-highway shipping progress, listed by the general: motor carriers' willingness to try advanced procedures; to keep their equipment up-to-date and in top-notch operational order; and their "genuine interest" in meeting the needs of shippers everywhere.



Great Southern Trucking, Ryder System, is building a new terminal in Lakeland, Florida. Dimensions: 145' x 50'. Other features: facilities to accommodate 26 trailers and a dock 60' x 120'.

Motor freight damage prevention has taken another step forward with the formation by the Central Motor Freight Claim Conference of a new "research and development" committee to uncover ways of dealing with "human failures" leading to shipping loss and damage.

According to the conference, 70 percent of all loss and damage claims may be traced to "anger, hate, emotional disturbances, and temporary rage on the part of freight handling personnel."

Developing procedures to counteract these failures, the conference reports, will be the prime aim of its newly formed committee.

The Washington Public Service Commission has authorized a five percent increase in motor carrier class and commodity rates in the state. . . Consolidated Freightways has moved from its terminal in Oakland, California, to a new million-dollar facility near the Oakland Airport.

Here's one truck line's answer to damage prevention! The D-C Trucking Company has just won national honors for outstanding driver safety performance in the 27th Annual National Fleet Safety Contest Conducted by the National Safety Council.

The ATA is currently offering a revised up-to-date edition of the motor carrier provisions of the Interstate Commerce Act. The new reference incorporates all of the amendments made by the 84th and 85th Congresses in Part Two of the Interstate Commerce Act, as well as all related statutes affecting motor carriers and their users.

Price of the 172 page volume: \$2.50 a copy.

The Interstate Motor Freight System, Grand Rapids, Michigan, has asked the ICC for permission to purchase the rights of Connecticut Motor Lines, Incorporated, of Allentown, Pennsylvania. The acquisition would give the carrier increased operating rights in New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Connecticut, as well as complete coverage of Massachusetts.

You can cut your inventories in half, your storage needs by two-thirds! How? By scheduling shipments for daily delivery by truck instead of receiving larger consignments shipped weeks apart.

So says Fred G. Freund, director of the Traffic Department of the ATA. Offering a case in point, Mr. Freund cites the experience of a manufacturer whose branch warehouses are 1,000 miles from his plant. The branches stock up to 500 assorted items.

By shipping daily in LTL—instead of over longer intervals in larger loads—the manufacturer has reduced his average inventory by 57 percent and cut storage space by 60 percent, as compared with his needs when receiving a full truckload every three weeks.

"The savings on inventory costs (which generally run about 25 percent) greatly exceed the extra cost of transportation when the measure of benefit and economy was made through a rate comparison," the ATA official reports.

Where else are daily motor carrier shipments being utilized extensively? Mr. Freund holds that production lines of many plants are now operating only 24 hours or less ahead of the scheduled arrival of vitally needed parts, units, and accessories.

"This means smaller inventories and greater utilization of capital, greatly reduced facilities," he said.

Boosting its operations, Hoover Motor Express has acquired the Indianapolis Forwarding Company, a medium sized firm which Hoover has been running under temporary ICC authority since last February.



## Air Freight

(Continued from page 30)

Not content with conventional methods of putting across its point, Swissair resorted to the latest in audio-visual presentation. Based on a script authored by Mel Silbulkin, Swissair cargo sales promotion manager, cartooned figures on color slides illustrated the ABC's of shipping via Swissair, providing audiences with a new and deeper insight into the why and wherefore of sky shipping.

Other carriers, meanwhile, are using professionally produced motion pictures to explain the meaning and potential of air cargo. These films are loaned, free of charge, wherever industrial traffic or general business audiences are guaranteed.

Among the films currently available are:

*Winged Cargoes* — British Overseas Airways Corporation  
*Winged Profits* — KLM Royal Dutch  
*The World, Your Market Place* — Pan American  
*Air Van To Europe* — Seaboard & Western  
*Ship The Best Way* — United Air Lines  
*Airfreighter* — Lockheed Aircraft Company

Wharfage, dockage, and storage charges at West Coast ports will be boosted within the "next sixty days." The new rates will incorporate increases of 10 cents a ton on general cargo wharfage, 25 percent on dockage, and 10 percent on wharf demurrage and storage.

Reason for the hike in fees, as stated by John F. Bate, president of the California Association of Port Authorities: "An 86 percent deficiency in these port charges in the past."

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December, 1958

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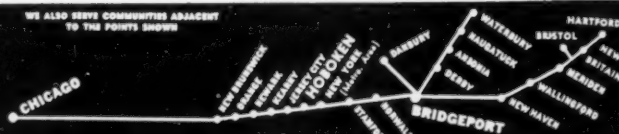
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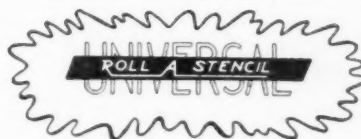
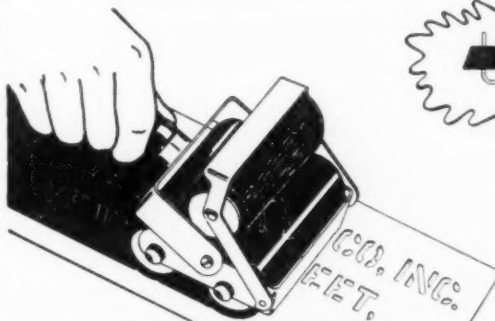
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- "ROLL-A-STENCIL" advanced design with self contained ink roller holds enough ink to stencil all day on one inking.
- TWIN ROLLERS smoothly roll perfect stenciled impressions in one rapid stroke with no effort!

Our surveys show that shipping departments welcome this completely new and faster method - Order your set today on a money back guarantee. Set shown includes pint can of ink and pouring spout . . . \$10.50 plus postage.

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**BOAC assures delivery  
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**Top Speed Delivery—World Wide:** New Jet services enable us to assure delivery of U. S. merchandise to world markets within 48 hours.

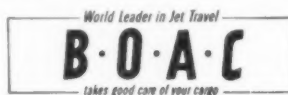
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## new products dec., 1958

### new tapes

New Green Core reinforced non-asphaltic sealing tape and a new Green Core pressure-sensitive tape have been introduced by the Mid-States Gummed Paper Division of Minnesota Mining and Manufacturing.

The gummed tape has a three-way glass reinforcement pattern and its smoother glue surface is said to give instant sealing and permanent bonding.

The pressure-sensitive tape is reported to give instant sealing, waterproof closures, resistance to outside weather, and permanent bonding. No water, heat or solvent is needed, and it can be used with or without dispensing equipment. Comes in 1", 2" and 3" widths, 360' to the roll.

(check 73 on Help-O-Gram card)

### non-skid surfacing

Powder and liquid binder for resurfacing and skid-proofing floors, stairs, ramps, metal cat-walks and stair treads have been developed by the Stonhard Company, Incorporated.

Called Stoncap, the product is said to be long-lasting and resistant to greases, oils, fats, brines, and alkalis. Its resiliency is reported to give greater comfort while walking or standing, and cutting fatigue.

Floors may be used for foot traffic five hours after application. Trucks may be rolled on it within twenty-four hours. Can be used on wet surfaces. Colors: maroon, gun metal, dark green, light green, pale gray.

(check 74 on Help-O-Gram card)

### four-in-one hand truck

A four-in-one hand truck, developed for use in narrow aisles, has been introduced by The Colson Corporation.

Removable handles are the key to the truck's versatility, according to the manufacturer.

The 16-gauge steel platform is encircled by a rubber bumper to prevent damage to surfaces with which truck comes in contact.

(check 75 on Help-O-Gram card)



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## ... traffic news ...

L. M. Lanotte has been named president of T. I. M. E., Incorporated. He succeeds former president A. R. Dalbey, the company's founder, who has been elected Chairman of the



L. M. Lanotte

G. W. Dalbey

Board. Other officers: G. W. Dalbey, Vice President-Transportation and L. Anderson, Secretary-Treasurer . . . The Transport Indemnity Company has appointed Speer Advertising Agency, Los Angeles.

Recent additions to sales department



Johnson

Terrell

Bostian

at Hennis Freight Lines: S. D. Johnson, Winston-Salem office; F. S. Bostian, Ruby, South Carolina office; H. H. Terrell, Charlotte, North Carolina office.

Hats off to the officers of the National Motor Freight Traffic Association.

Steering the organization through the next year will be O. Fuller, elected chairman; M. M. Dean, re-elected to a second term as first vice chairman; and A. F. Mathews, named treasurer. NMFTA's new board of directors, representing territories around the nation, includes G. C. Shea; N. P. Sterling; J. S. Ruscetta; J. R. Horne; L. M. Dean; O. Fuller; C. J. Sams; and O. Fraley.

Directors at large: C. Crawford; I. W. Shepherd; A. F. Mathews; A. W. Stout; H. E. Howell; B. L. Frazier; J. Hooper.

December, 1958

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A. Ewing Greene, Jr., President  
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42

# LETTERS

*to the  
editor*

## The New Concept

Editor:

I want to add my "well done" to the others I know you have received. The combined book is readable, attractive and has a lot of meat for your readers.

Winfield L. Redding  
Public Relations Director  
Material Handling Institute

Editor:

I would like to congratulate you and your staff for what looks to me to be a very interesting and promising publication.

Robert D. Haugland  
Dust Motor Service

Editor:

Congratulations on a mighty fine magazine. Since the consolidation with *National Hi-Way Shipper*, it will certainly be of great service to the motor transport and industrial traffic field.

R. D. Ladders  
R. D. Ladders & Associates  
(ad agency for Ringsby  
Truck Lines, Inc.)

Editor:

As a more or less constant reader of *Shipping Management* over the past ten years or more, I appreciate the many changes and improvements that have taken place over the years. The new combination with *National Hi-Way Shipper* seems to offer an even greater scope of interest to shippers.

In the publisher's note (July) . . . you invite comments. Those I have

heard have been favorable, to which I would add my own . . .

L. E. James  
Merchandising Manager  
Better Packages, Inc.

Editor:

Congratulations upon the very fine magazine that is now coming out under the new name . . . I thoroughly enjoyed the new magazine . . .

Alex K. Scherer, Pres.  
Scherer Freight Lines

## Perforated Pages

Editor:

I received my copy of the October 1958 issue of *Shipping Management*.

I want to congratulate you on the use of the perforated tear sheets in the magazine. Now you can remove interesting and valuable articles from it with ease, without destroying the whole magazine.

. . . sure serves the purpose . . . the magazine is intended for.

E. G. Casper  
Packaging Engineer  
Square D Company

Editor:

I should like to add my congratulations to the many you have already received . . . In my opinion, I think you will now have one of the outstanding publications in our field. I was especially pleased to see the perforated pages as this arrangement facilitates the removal of various articles for permanent filing.

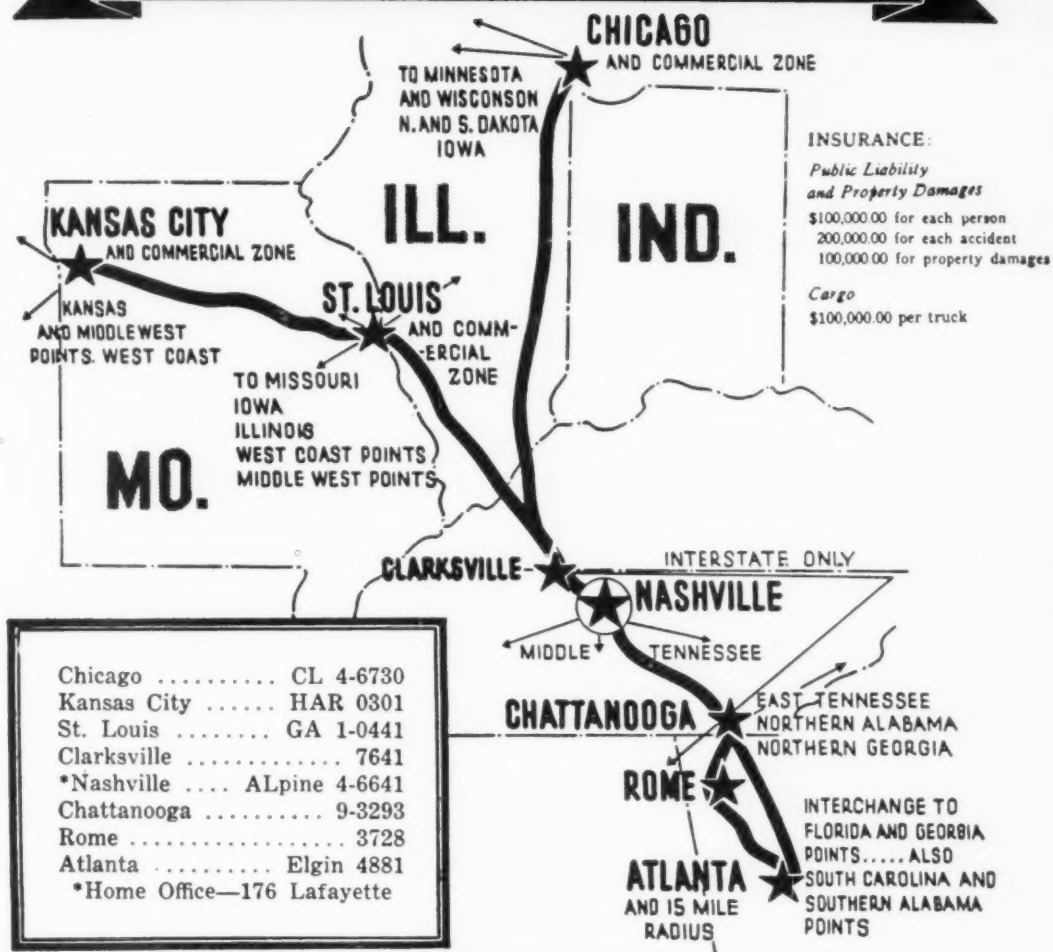
B. E. Bannister  
Traffic Manager  
Baxter Laboratories, Inc.

Shipping Management — National Hi-Way Shipper

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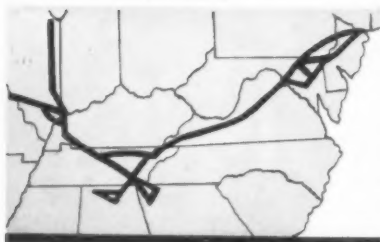
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**DAILY SERVICE** between Chicago and Eastern Seaboard cities. This freight forwarder offers prompt pickup and delivery, refrigerator service, protective service. Check 2.

**SAVE MONEY AND TIME** in labeling. Ungummed labels are economical, but glue pots are messy. Increase your efficiency with this handy machine that applies the right amount of glue to each label. Ten-day **FREE** trial. Check 3.

**FAST SERVICE** on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 4 for info.

**LOW-LEVEL TRAILERS** for 12'6" states let you carry just as much freight as in the old 13' trailers. Profits stay up, gas and wear and tear costs go down. Find out more by checking 5.

**COORDINATED SERVICE** in 20 Eastern, Southern states. One-carrier responsibility. Check 6.

**PROTECT YOUR GOODS** with a shock recorder. Check 7.

**FASTER, SAFER, MORE DEPENDABLE.** Get one-carrier direct trucking service coast to coast. One-carrier responsibility from pickup to delivery. Check 8 for details to help you.

**PROTECTION** for customers and products with this gummed tape. Nobody gets his finger cut on staples and the tape is usable right down to the core. Standard or reinforced. Check 9.

**EIGHT TERMINALS**, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 10.

**CUT STENCILS WITH AIR POWER.** This new attachment features push-button, air-operation, takes the work out of stencil cutting. Fits any of this company's machines. Check 11.

**MIDWEST TO KNOXVILLE**, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 12.

**ADDRESS SHIPMENTS THREE TIMES FASTER** with this new method. You roll on the address like rolling a rubber stamp. Self-contained ink roller holds enough ink to stencil all day. Check 13 for info.

**NEW ARROWFLYTE SCHEDULE.** Have your LTL shipments speed-treated. Check 14 for more info.

**TRAILER VERSATILITY** and proven quality. The answer to your trailer needs? Check 15.

**EFFICIENT, FAST** motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 16.

**FREE BOOKLETS ON PACKING, SHIPPING.** They tell you what to expect from wirebound boxes and how to save money using them; money-saving ideas in handling, warehousing, stacking; and how heavy loads handle easier in wire-bounds. Check 17.

**TERMINALS AND OFFICES** in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 18.

**GET YOUR AIR FREIGHT** to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" enroute. Check 19.

**RELIABLE, SPEEDY** delivery service is the specialty of this motor carriers. For details, check 20.

**CUT PARCEL MAILING COSTS** with a postage meter. No calculating how many stamps you need. No licking and sticking. One stamp, one motion. Check 21.

**"ON THE GO FOR MID-AMERICA"** is this trucker's promise. Check 22 for speed.

Shipping Management — National Hi-Way Shipper



**TRUCK TERMINALS**, designed, erected, financed. Need help? This general contractor may have the answer. Check 23.

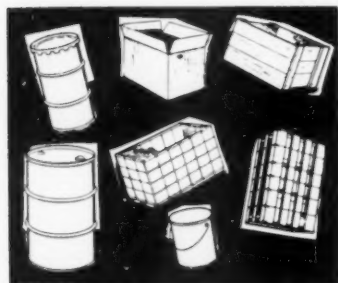
**DIRECT, DEPENDABLE, FAST.** Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Details, check 24.

**TRUCKING INSURANCE** at rates competitive with direct writers. For detailed information, check 25.

**SIXTY YEARS OF EXPERIENCE** in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 26 for details.

**STORAGE, MOVING, PACKING, SHIPPING** are expedited when this carrier is called. Want the facts? Check 27.

**READY TO SOLVE** the toughest traffic problem is this motor carrier. Check 28 for details.



**99.5% CLAIM-FREE SHIPMENTS.** And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 29.

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**DAILY, CONSISTENT, DEPENDABLE** motor freight service. Linking 20,000 business centers. Sound good? Check 31.

**CORRUGATED CONTAINERS** for every need. A nation-wide company has localized, flexible operation to aid customers next door or across the nation. Check 32 to find out how they can help you.

**FLEXIBLE ROUTING**, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 33 for details.

**COMBINE THE STRENGTH OF STEEL** and the light weight and res-

ilience of wood . . . for superstrong wirebound boxes. No matter what the weight or shape of your shipments, there's a container to do it. Check 34.

**"JUST GOOD SERVICE** in Colorado, Nebraska, Iowa and Illinois. Fast, experienced truck line. Check 35.

**ACCELERATED BUSINESS** is promised by this motor carrier. Check 36.

**HIGH SPEED**, uninterrupted stitching with this brand of stitching wire. Smooth, frictionless flow. Comes in 5, 10, 25 and 50 pound coils. Check 37.

**AMERICA'S MOST ADVANCED** complete diesel line. Check 38.

**ELECTRICALLY HEATED WATER** in this dial-taper machine softens tape glue for stronger, safer, neater packaging. Save time by dialing the length of tape you want. Check 39.

**THREE TIMES FASTER**, three times stronger than other sealing methods. This gummed tape comes in three types for every need. Check 40.

**SPEED AIR CARGO AND CLERICAL WORK** with this airline. Less forms to fill out, simpler documentation. And there's no cargo problem too tough to handle. Check 41.

**END YOUR SHIPPING WORRIES.** Fast deliveries; safe handling; full co-operation. Check 42 for details.

**SERVING THE DESERT AREA OF CALIFORNIA.** this carrier maintains fast, dependable schedules. Check 43.

**PLAIN AND PRINTED TAPES** in numerous widths, weights, lengths for every need. Check 44.

**COMPLETE MOTOR TRANSPORTATION** service, always a step ahead, is this outfit's specialty. Check 45.

**THREE-WAY** glass reinforced gummed tape means 1/3 the time, 1/3 the tape. Free samples, check 46.

**SHIPPERS PREFER** this truck line for Midwestern efficiency. Check 47.

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**WHETHER** you haul pumpkins or peanuts—machinery or missiles it pays to check the degree and number of shocks received in handling and in transit so you can take steps to correct the cause and reduce damage claims.

The three-directional Impact-O-Graph keeps a running record of the severity of shocks, the direction from which they come and the time they took place.

Also, before you buy new trucks or trailers it's smart to check their rideability first. Many automotive manufacturers, as well as carriers, have been using the Impact-O-Graph for this purpose.

Write The Impact-O-Graph Corporation for further details. It's National Safe Transit-approved.

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**McNamara Motor Express**

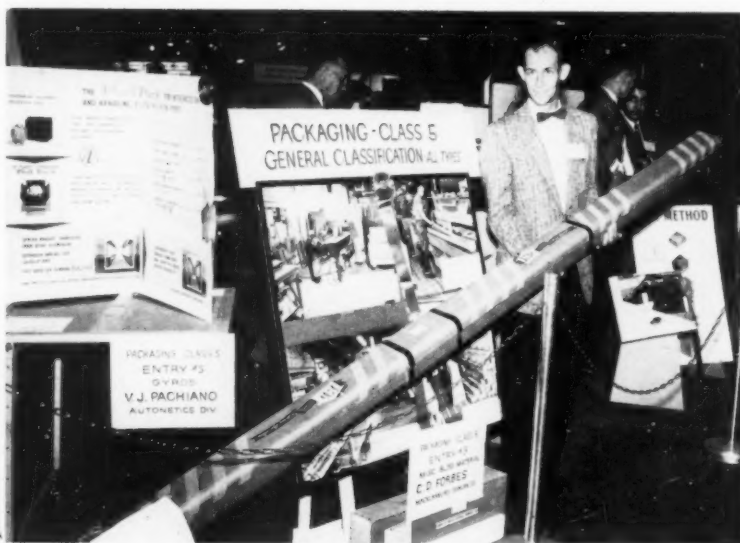
Executive Offices: Kalamazoo, Mich.

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Winner of "Best of Show" honors was a fibre drum with laminated side corrugated pads, entered by Curtiss-Wright's Wright Aero Division.

"Best of Show" runnerup, this component was entered by the Macklanburg-Duncan Company. Use: packaging a wide assortment of building specialties & parts.



## PRIZE-WINNING

*Is One Right*

● Take a specific product. With this product firmly in mind, blueprint a container to safeguard it from all shipping and handling hazards, while keeping an eye on potential economies in materials, labor costs, and transport charges. Finally, subject your packaging to a series of rigorous

# IG CONTAINERS

## ht For You?

"torture" tests to determine just how well it will shield its contents.

If you've followed this proven formula for more effective packaging, what you'll probably come up with is a super-sturdy container affording your consignments maximum protection at minimum cost, such as the prize-winning units which walked off with top honors in the recent SIP-MHE National Championship Protective Packaging Competition.

Winner of the "Best of Show" award this year was a fibre drum equipped with laminated side corrugated pads. Designed to protect expensive reciprocating aircraft engine crankshafts produced by Curtiss-Wright's Wright Aero Division, the drum has a shipping weight of 275 pounds and is 21" in diameter and 40" in height.

Its achievements to date? Staggering. Curtiss-Wright officials report that the newly developed container has pointed the way to a reduction in packaging material expenditures from \$18 to \$8, labor costs from \$4.29 to 70 cents, and transport charges from \$18.60 to \$13.43. In addition, it has slashed packaging time from 90 to 15 minutes, boosting the tempo of the firm's packing and shipping operation significantly.

Runner-up in the hotly contested championship packaging race was an elongated box produced of heat-formed paper overlaid veneer. Now being utilized by the Macklanburg-Duncan Company in the shipment

of a wide variety of building specialties, the 4¾" x 4½" x 12½" container has a shipping weight of about 60 pounds.

Since its introduction at M-D, the component has cut material and packing labor costs from \$2.37 to \$1.25. Transportation charges, meanwhile, have fallen by 2/3, while the tare weight of the new container is substantially less than that of the packaging the company formerly used.

Specifically blueprinted to shield delicate single phase meters from in transit damage, a container constructed by the Meter Department of the General Electric Company breezed home a winner in the competition for corrugated or solid fibre boxes.

The three-piece container is made of structural molded Kraft pulp combined with an RSC Kraft Carton. Its dimensions: 16.375" x 15.625" x 8". Shipping weight: 22.5 pounds. Advantages: an 8 percent reduction in GE's packing material costs and a drop of 10 percent in labor charges.

A highly effective packaging unit consisting of die-cut corrugated pads in a larger taped sleeve, plus a single-faced corrugated pad added to account for variations in tube diameter and creped cellulose wadding for variations in end configuration.



Lightweight, this container — made of aluminum — was entered by the Radio Corporation of America. Use: packaging military devices.

## ATTENTION...

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**LAS VEGAS**



placed second in the corrugated-solid fibre box field.

Conceived to expedite the movement of fragile electronic fuel gauges manufactured by the Aero Division, Minneapolis-Honeywell Regulator Company, the container has proven an outstanding success. Minneapolis-Honeywell estimates that it has dropped labor costs by 30 percent and halved transport expenditures. What's more, the container is so adaptable that the company is currently using it in the shipment of over 500 different fuel gauges with excellent results in all instances.

Shipping weight of the Minneapolis-Honeywell container: 35 pounds. Dimensions: 80" x 38" x 12".

### nailed wood box

Westinghouse Electric turned up a winner in the nailed wood box and crate classification with a unit tailor-made to the shipping of ignitron tubes. Its shipping weight is 127 pounds, dimensions 22" x 22" x 38". Official description of the container: "excelsior cushioned in inner and outer nailed wooden boxes."

Since the delicacy of ignitron tubes demands that they be maintained in an upright position during shipment, the Westinghouse unit features a tapered crate and handles. The tube itself is effectively cushioned by sponge rubber under its base and under hold-down pieces.

Effect of the new packaging? A reduction in material costs from \$4.70 to \$3.03, as well as a decline in labor expenditures from \$2.65 to \$1.31. What's more, the container has enabled Westinghouse to achieve a substantial saving in transport costs

since ignitron tubes now travel under a 127# X Rate, as opposed to the 175# X Rate formerly governing their shipment.

Automobile windshields require flawless packaging if they're to reach their destination intact. And Pittsburgh Plate Glass' packaging procedure has not only safeguarded in transit windshields, but topped its opponents in the SIPMHE wire-bound box and crate competition as well.

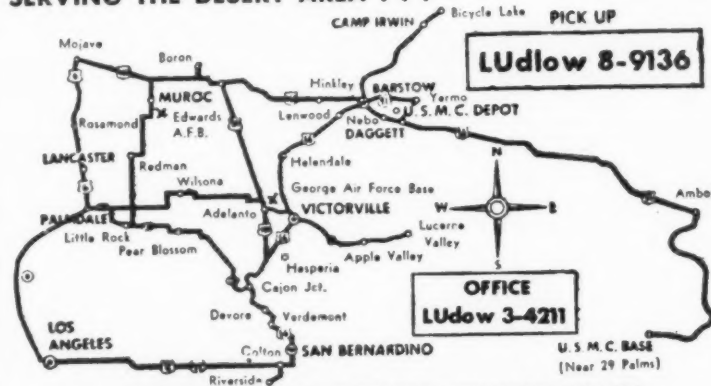
Officially designated as "a wire-bound pallet box consisting of a four-way entry base, 3/4 mat (end-back-end), two separate front sections, an intermediate shelf, and a top," the container's dimensions are 43" x 58 1/2" x 67 1/2".

The two-layer windshield pack has not only provided Pittsburgh Plate Glass' consignments with superb protection, but has attained major packaging economies to boot. Material and assembly costs have been dropped by 50 percent, while the tare weight of the new component is 39 percent lower than that of its predecessor.

Runner-up in the wirebound box and crate category: a wirebound box for the shipment of X-ray generating controls. Equipped with wire-loop fasteners, the crate may be opened and closed with ease. A plastic bag serves to keep the X-ray equipment inside free of damaging dust and grime.

The General Electric Company's X-ray Department, for whom the container was designed, reports that its new package has reduced material costs from \$9.45 to \$7.75, packing labor costs from \$5.06 to \$4.19, and transport charges from \$18.13 to

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Shipping Management - National Hi-Way Shipper



\$16.05. Equally important, damage to delicate X-ray controls has been virtually eliminated.

Placing second to Macklanburg-Duncan's "Runner Up To Best of Show" entry—which also won first prize in the "General Packaging" category—was Autonetics, Incorporated's integrated shipping and materials handling container designed for the shipment of top-precision, super-delicate gyros.

The component consists of an inner carton, with polyester foam blocking providing adequate protection for implant handling of gyros. Being readied for consignment, the carton, blocking, and contents are overpacked in a spring suspension box.

Under the method previously used by Autonetics, Incorporated, separate implant containers were employed and repacking of gyros for overpacking in spring suspension units was required. The new procedure has resulted in a reduction in packaging material costs from \$23.10 to \$18.95, labor costs from \$12 to \$7.50, and a tare weight drop of 10 percent.

Interested in a particular container? Seeking further details with regard to its construction and specifications? Here is a complete list of the SIPMHE competition's prize-

winners and the companies for whom they were designed:

**"Best of Show" Award.** Fibre drum entered by T. Nicholson, Curtiss-Wright Corporation, Wright Aero Division, Wood-Ridge, New Jersey.

**"Runner-up to Best of Show."** Heat formed paper overlaid veneer box entered by C. D. Forbes, the Macklanburg-Duncan Company, Oklahoma City, Oklahoma.

**First Prize, Corrugated or Solid Fibre Boxes.** Structural molded Kraft pulp with RSC Kraft carton entered by W. H. Robinson, General Electric Company, Meter Department, Somersworth, New Hampshire.

**Second Prize, Corrugated or Solid Fibre Boxes.** Die-cut corrugated pads in a larger taped sleeve entered by Peter Henningsen, Minneapolis-Honeywell Regulator Company, Aero Division, Minneapolis, Minnesota.

**First Prize, Nailed Wood Boxes and Crates.** Excelsior cushioned in inner and outer nailed wooden boxes entered by Henry Kelly, Westinghouse Electric Corporation, East Pittsburgh, Pa.

**First Prize, Wirebound Boxes and Crates.** Wirebound pallet box for windshields entered by W. J. Maxwell, Pittsburgh Plate Glass Company, Works #1, Creighton, Penn.

**Second Prize, Wirebound Boxes and Crates.** Wirebound box for X-ray generating controls entered by Bernard A. Weber, General Electric Company, X-ray Department, Milwaukee, Wisconsin.

**First Prize, Cleated Panel Boxes.** Container designed for hospital bedpan washers entered by R. E. Grossman, Wilmot Castle Company, Rochester, New York.

**First Prize, General Packaging.** Heat formed paper overlaid veneer unit entered by C. D. Forbes, Macklanburg-Duncan Company, Oklahoma City, Oklahoma.

**Second Prize, General Packaging.** Gyro packaging entered by V. J. Pachiano, Autonetics, Downey, Cal.

**First Prize, Military Packaging.** Fibre drum with laminated die-cut corrugated pads entered by Theodore Nicholson, Curtiss-Wright Corporation, Wright Aero Division, Wood-Ridge, New Jersey.

**Second Prize, Military Packaging.** Reusable aluminum shipping container entered by R. W. D'Andrea, Radio Corp. of America, Camden, N. J.

**Third Prize, Military Packaging.** Container for air shipment of magnetrons entered by N. V. Sutherland, Raytheon Manufacturing Company, Waltham, Massachusetts.

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# Free!

**Booklets... cost saving ideas on packing, shipping, bulk handling**

Four idea booklets, complete information, show how you can save cost in packing, handling, stacking, shipping and bulk handling.

1. "What To Expect From Wirebounds" describes construction and general uses.
2. "Materials Handling, Warehousing and Stacking" is a digest of money-saving methods.
3. "Heavy Loads" explains how extra-heavy shipments handle easier in Wirebounds.
4. "Pallet Boxes" shows how to handle items in bulk safely, at low cost.

Write on your letterhead for the booklet or booklets that interest you!

**WIREBOUND BOX MANUFACTURERS ASSOCIATION**

Room 1484

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**Wirebound BOXES & CRATES**



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## GREAT SOUTHWEST: TOMORROW'S DISTRIBUTION CENTER?

● Is Fort Worth-Dallas' new, ultra-modern Great Southwest warehouse and shipping facility the industrial distribution center of tomorrow?

Years ahead in design and construction, incorporating the latest advances in shipping, receiving, handling, and storage equipment, the mammoth \$20 mil-

lion unit—scheduled to open next month—is a traffic executive's dream.

Its size and potential are staggering. Located on a 5,000-acre site, the facility is geared to "serve as a factory warehouse in support of nearby manufacturing plants and a transit storage point for inter-regional traffic."

Comprising the largest privately owned and operated single-story warehouse in the nation, Great Southwest will accommodate 640 trucks simultaneously at its loading docks. What's more, thanks to extensive mechanization, it is likely to become a model of high-speed, low-cost, top-efficiency distribution, since all loading, unloading, and warehousing at the center will be virtually automatic.

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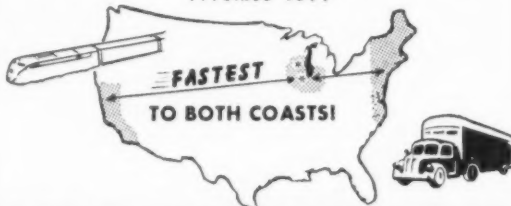
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Located in the Dallas-Fort Worth area, the Great Southwest Distribution Center will feature a mammoth, modern freight terminal (at left) capable of handling up to 640 vehicles simultaneously at its dock.

All told, when completed, Great Southwest will offer some 2,400,000 square feet of storage space. Six warehouses, each composed of two units, will be nearly 1,500 feet long, 246 feet wide, and will contain approximately 200,000 square feet of room. More over, since Great Southwest plans to rely extensively on the stacking method of storage—with stacks 16

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## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00. Address all communications to Classified Department, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

### EQUIPMENT

WANTED — ONE USED 436 Series Carton Gluer, and one 614 Series Compression Unit made by Standard-Knapp. Other models considered. Reply to Box 467, SHIPPING MANAGEMENT & NATIONAL HI-WAY SHIPPER, 425 Fourth Ave., New York 16, N. Y.

feet, 6 inches in height—individual warehousing facilities will accommodate merchandise equal to 1,600 carloads of freight at one time.

Motor carriers will be a prime factor in linking the center to the plants it has been built to serve. And, with an eye on the speediest truck loading and unloading operations possible, Great Southwest has gone all-out in the blueprinting and construction of its docks. These will run the length of one side of the warehouses and will be protected by canopies from inclement weather. High speed conveyors—fully automatic—will link these docks to the rest of the shipping-warehousing structures.

With regard to the actual construction of Great Southwest's storage structures, all buildings will be of one-story design, expected to provide 50 to 100 percent more space than multi-story units. Roofs and walls will be made of reinforced, pre-cast, and prestressed concrete slabs.



Built on a 5,000 acre site, Great Southwest marks a major step forward in facilities designed for distribution. Its push-button mechanization may well make it one of the most imitated developments in the nation.

Palletization will be the keystone of the facility's handling program. All incoming merchandise will be placed on pallets upon arrival, transported by high-speed, power-packed industrial trucks to storage, and stacked.

An additional feature: a mechanical dragline conveyor system, working along a spine connecting warehouses and truck terminal, shifting large quantities of freight from point to point, at the push of a button.

December, 1958



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# NAVAJO

## Customer Approved

### NAVAJO ARROWFLYTE SCHEDULES

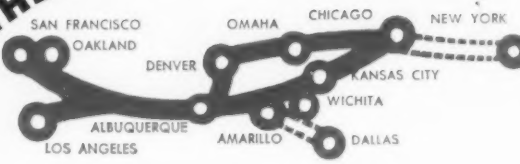
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6th Day	LOS ANGELES OAKLAND SAN FRANCISCO	NEW YORK CITY*

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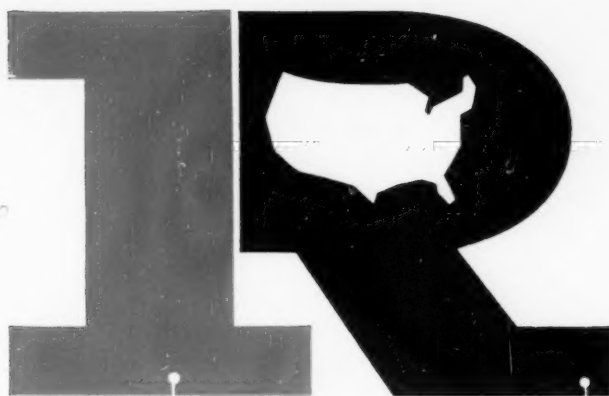
# NAVAJO FREIGHT LINES, INC.

National Headquarters  
1205 SO. PLATTE RIVER DRIVE, DENVER, COLO.

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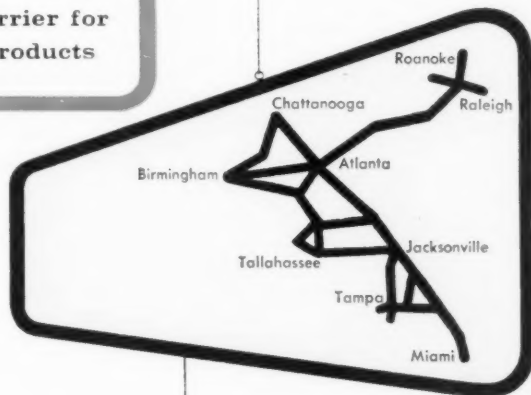
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